

SOUTHERN TEXTILE BULLETIN

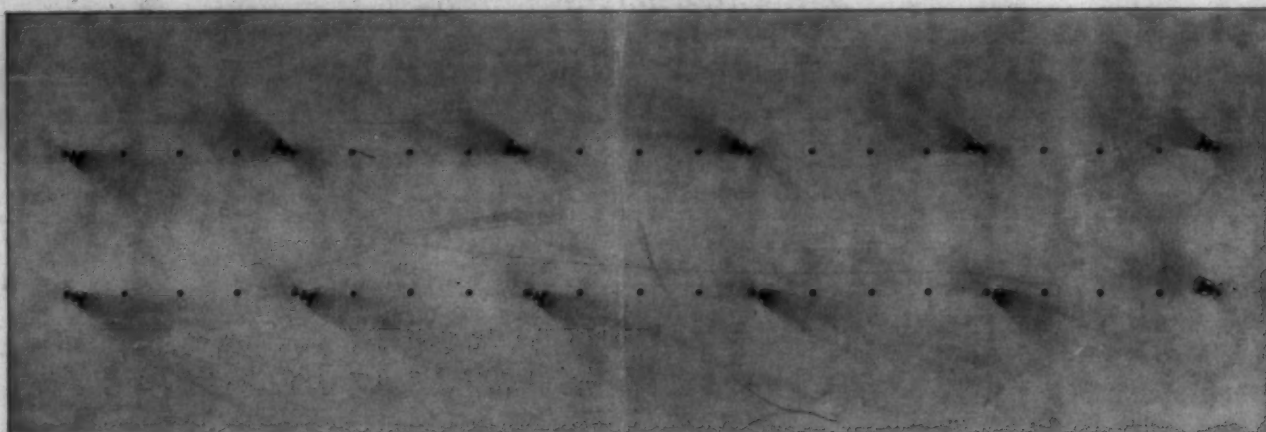
VOL. 29

CHARLOTTE, N. C., THURSDAY, OCTOBER 1, 1925

NUMBER 5

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1925

Commerce



TYPICAL INSTALLATION OF BAHNSON HUMIDIFIERS, SHOWING DISTRIBUTION OF HUMIDIFIED AIR

Humidifiers are mounted on columns whenever practicable, thus avoiding all unsightly overhead drain piping in bays. Note perfect horizontal circulation of air. Humidity escapes from any room chiefly through the walls and windows, and experience has shown that with proper horizontal circulation the center of the room always has sufficient humidity when the outer bays are properly supplied.

THE BAHNSON HUMIDIFIER:

The BAHNSON Humidifier in its present form is the direct development of the first successful centrifugal humidifier built in America; it is the only individual unit humidifier now on the market equipped with individual humidity control; each BAHNSON Humidifier is a distinct, self-contained humidifying equipment not dependent for its action on any other unit, and yet so designed and arranged in large installations that all units co-operate perfectly to obtain the desired results.

With a properly designed equipment of individual units, there can be no serious interruption of service because in the rare case of trouble with one or more units, those which are still operative cheerfully divide among themselves the load which should be carried by the one which may be out temporarily for adjustment.

The Bahnson Company has only one line of activity—the manufacture and sale of the BAHNSON Humidifier; therefore, the entire Bahnson organization is able to concentrate all efforts on the quality of this machine.

The last patent on BAHNSON Humidifiers was issued to the same man who built with his own hands nearly twenty years ago the first satisfactory centrifugal humidifier produced in this country.

The correctness of the principle of the BAHNSON Humidifier, and the value of an entire organization concentrating on one product, are plainly evidenced by repeat orders from and satisfactory service in many of the largest cotton mill organizations in the country.

The Bahnson Company

Humidification Engineers

Winston-Salem, N. C.

New York Office: 93 Worth Street

856532

To you whom it concerns

We take this opportunity to thank our friends whose loyal support has enabled us in fourteen years to build up a business of which we feel justly proud. If the mill men of the South will patronize a home-made article, the only one of its kind manufactured in the South, we can do a great deal more towards the building up of kindred industries in the South. We do not want any charity or favors. All we want is a trial.

Charlotte Manufacturing Co.

Card Clothing and Reeds

CHARLOTTE,

NORTH CAROLINA

Phone 2781-2782

INCORPORATED 1911

TEXTILE MILL SUPPLY CO., Charlotte, N. C., Sole Selling Agents

Young Ideas—

THE J.H. WILLIAMS CO.



THE SHUTTLE PEOPLE

Southern Representative

Geo. F. Bahan,

Charlotte, N. C.,

GENERAL DYESTUFF CORPORATION

Successor to Dyestuff Department of H.A. METZ & CO.^{INC.}

Quality and Service

This is addressed to you—who think as we do—that the importance of quality in dyestuffs cannot be over-magnified. Experience, knowledge and expert judgment are always valuable. When they are combined, as in this organization, for the making and application of dyestuffs, proportionate benefits are bound to accrue to the users.

You are invited to test the worth of these dyestuffs—to receive full measure by a service that acts on its own initiative to secure your complete satisfaction.

We and our immediate predecessors have an experience of over 50 years in introducing and handling dyestuffs in America.

*Diamine Alizarine Indanthrene Helindon Hydron
and other Colors of Domestic and Foreign manufacture.*

Sole Importers of
the Dyestuffs Manufactured by
Farbwerke, vormals Meister, Lucius & Bruning,
and
Leopold Cassella & Co., G. m. b. H.

122 Hudson Street, New York

128 Oliver St., Boston, Mass. 301½ W. Trade St., Charlotte, N. C.
132 Chestnut St., Philadelphia, Pa. 449 N. La Salle St., Chicago, Ill.
316 Turk's Head Bldg., Providence, R. I.
20 Natoma St., San Francisco, Cal.



Plant of the Draper Corporation at Hopedale, Mass., painted throughout with Barreled Sunlight



Like thousands of other plants, the Draper Corporation prefers Barreled Sunlight on ceilings and walls because it means better working conditions for a longer time without repainting.

IN THIS HUGE DRAPER PLANT— Barreled Sunlight solved the painting problem

A PLANT whose great buildings include more than 33 acres of floor space — Figure the interior painting job! How can the enormous area of ceilings and walls be kept light and clean without frequent, costly repainting?

Barreled Sunlight has answered the problem. Here as in thousands of other modern plants, this washable white finish gives best possible working conditions with least disturbance and expense for upkeep.

The smooth surface of Barreled Sunlight can be washed like tile. It has no pores for dirt to get into. Thus washing takes the place of frequent repainting—and washing will not wear away this finish.

Barreled Sunlight holds its lustrous whiteness for years. Made by the exclusive Rice Process, it

is actually guaranteed to remain white longer than any gloss paint or enamel applied under the same conditions.

And Barreled Sunlight cuts the labor cost of application. Containing no varnish, it flows on freely with brush or spray, at the lowest cost per square foot of surface covered. It will not flake or scale if properly applied.

* * *

Sold in 55 and 30-gallon churn-equipped steel drums and in cans from ½ pint to 5 gallons. Where more than one coat is required, use Barreled Sunlight Undercoat. Mail the coupon for booklet and painted sample of Barreled Sunlight.

U. S. Gutta Percha Paint Co. Factory and Main Offices, 36, Dudley Street, Providence, R. I.—New York, 350 Madison Ave.—Chicago, 659 Washington Blvd.—San Francisco, 156 Eddy St. Distributors in all principal cities.

BARRELED SUNLIGHT

Save the surface and
you save all

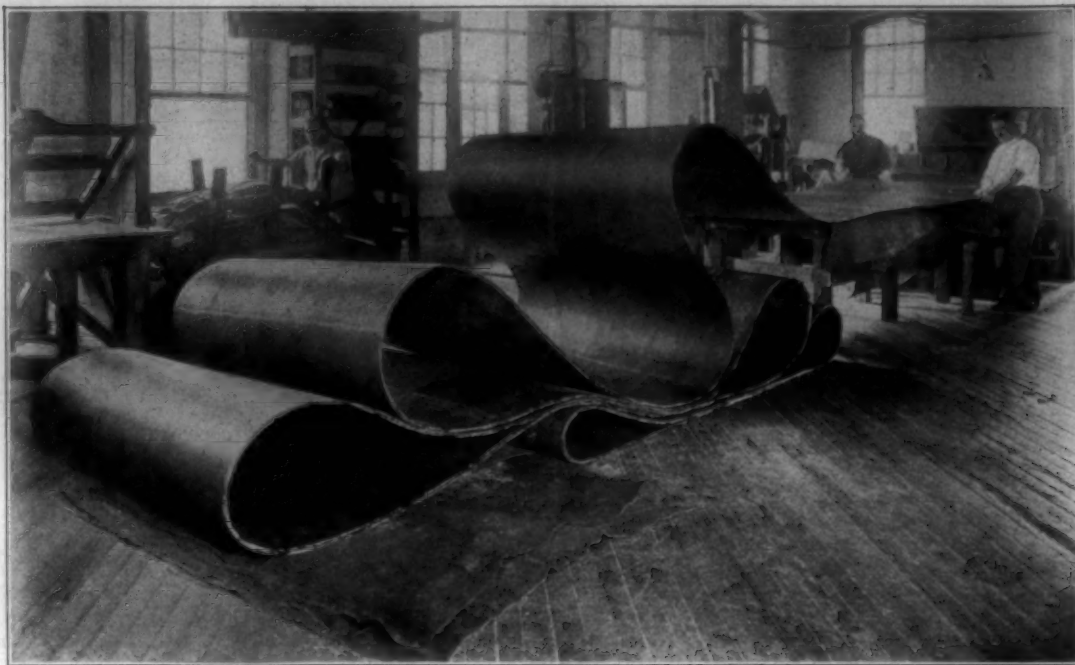


U. S. GUTTA PERCHA PAINT CO.
36 Dudley Street, Providence, R. I.

Please send us your booklet, "More Light," and a painted sample of Barreled Sunlight.

Name.....
Street.....
City.....State.....

HOUGHTON



ABOUT THE BIG ONES

by Chas. E. Carpenter,

EVERY once in so often we read articles describing big leather belts, as if the making of big belts was something exceptional and unusual.

With the VIM Leather Belt Shop the making of big belts is all in a day's work. It is rarely that the large size belt press is not running full time, with orders waiting. The photograph is an amateur Kodak snap of a 3-ply, 60 footer, being made for a large steel plant.

Of course, it is rarely that such large belts are made of other material than VIM Leather, these days, and this is because of the superior pliability and elasticity of VIM. When it comes to drives

of 18" in width and up, there is really no other belt worth while than VIM.

VIM Leather Belts applied to looms are showing from 2% to 3% increase in picks as compared with the best quality of oak leather belting. This increase in production will more than pay for the belt, so when you use VIM Leather Belts on your looms your belts cost nothing.

VIM Leather is also made into mill strapping, lace leather, packings and practically every mechanical article for which leather is appropriate.

Of course, VIM Leather Products are backed by the HOUGHTON GUARANTEE.

E. F. HOUGHTON & COMPANY

P. O. Box 6913, North Philadelphia, Pa.

Distributors Located At

ATLANTA, GA.
1001 Healey Building
Phone: Walnut 4807

GREENSBORO, N. C.
P. O. Box 663
Phone: Greensboro 1990

GREENVILLE, S. C.
511 Masonic Temple
Phone: Greenville 2316

ST. LOUIS, MO.
418 N. Third St.
Phone: Olive 3559

AND IN EVERY OTHER TEXTILE MANUFACTURING CENTER OF THE WORLD

Oils and Leathers for the Textile Industry



How Johnson, Boyd & Co., Baltimore, Md. uses Kaumagraph new twin service: The lithographed end label and hosiery packing in royal purple and gold, the Kaumagraph-applied "JBC HOSIERY" and the Kaumagraph-applied "Full Fashioned" mark were all obtained from the same source—the Kaumagraph Company.

A New Idea... *that is* *changing the buying habits* *of the entire industry...*

Proof!

A few well known users of Kaumagraph's Twin Service.

Paterson Mutual Hosiery Mills
Gotham Silk Hosiery Co.
Chas. H. Bacon Co.
Ipswich Mills
Sterling Hosiery Co.
Westminster Knitting Co.
Edson-Moore Co.
Johnson Boyd Co.
Melville Shoe Corp.
Schneider, Battinus & Simon

EVERY manufacturer used to put up with the same inconvenience. He had no alternative. From one source he would purchase his lithographic requirements, his labels, his box tops, his hosiery packing. But his transfers for trade marking his product, he would obtain from an entirely different source—usually the Kaumagraph Company.

A few manufacturers, however, grew tired of this inconvenience, the annoyance and trouble of dealing with several houses. Several of them came to Kaumagraph with a suggestion:

"Why don't you install a lithographic department yourself?" they asked us. "Put into your work the same quality and the same service you give on your Kaumagraph Transfers and you will be doing the industry a favor."

And so scarcely more than a year ago, the Kaumagraph Company organized this litho-

graphic department. The response was immediate. Within a few months it was necessary to devote an entire floor in the big Kaumagraph Building to lithographic work. Today many of the most famous companies in the industry use Kaumagraph's Twin-Service.

And just as Kaumagraph Transfers have, for a quarter of a century, been the standard of quality for applying trade marks, so the new lithographic service has already become the standard in its field. And users of this twin service say its convenience is remarkable.

Send for samples of the fine lithographic work we are doing and if you are not yet trade-marking with Kaumagraphs, we will also be glad to send you samples of Kaumagraphed trade marks. Write today for full information. Kaumagraph Company, 7 E. Third St., Charlotte, N. C. Offices also in New York, Boston, Chicago, Philadelphia, Paris, Ont., and Paris, Fr.

Kaumagraphs

Dry Transfers

Lithographic Service

FAST—*absolutely!*

The fast-color problem came again to the fore at the Dress Fabric Buyers' Convention recently. As President McKenney put it:

"We have had complaints this year where we never had these before, because the consumer wants fast color. . . . It is not only necessary that the goods be marked fast colors, but they should *be* fast colors. Simply making good for a dress on which there has been a complaint is not sufficient."

Celanese resists ordinary dyes. Therefore a series of special SRA dyes were developed for it. These yield the richest of colorings, in every conceivable shade. And they are all FAST—*absolutely!*

FAST to sunlight, *absolutely*, Celanese fabrics will never fade, even beneath the glare of tropic skies.

FAST to washing, *absolutely*, Celanese fabrics will never run or lighten, even after repeated tubbings.

FAST to perspiration, *absolutely*, Celanese fabrics will never discolor, no matter how long they are worn.

FAST to salt water, *absolutely*, Celanese fabrics remain unchanged, even after daily use for bathing.

CELANESE

Reg. U. S. Pat. Off.

BRAND YARN

When you guarantee Celanese fabrics (dyed with SRA dyes) to be 'absolutely fast' you can be certain that they will invariably prove to be

FAST—*absolutely!*

The AMERICAN CELLULOSE & CHEMICAL MANUFACTURING COMPANY, Ltd

15 East 26th Street, New York

SOUTHERN REPRESENTATIVE: TODD B. MEISENHEIMER, ROOM 1116, JOHNSTON BUILDING
CHARLOTTE, N. C.

WORKS AT AMCELLE (NEAR CUMBERLAND) MARYLAND

CELANESE is the registered trademark, in the United States, of The American Cellulose & Chemical Manufacturing Company, Ltd., to designate its brand of yarns, fabrics, garments, etc.

SOUTHERN TEXTILE BULLETIN

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VOL. 29

CHARLOTTE, N. C., THURSDAY, OCTOBER 1, 1925

NUMBER 5

Distribution of American Made Cotton Fabrics

I AM always glad to be in Charlotte and hope that I will never wear my welcome out. I have been here so often that am commencing to feel that I am a member of your progressive community. I became keenly conscious of this feeling the other day when I read an advertisement of some Swiss electrical manufacturers and engineers in which the progress of the Piedmont region of the Carolinas was acclaimed as chiefly due to the introduction and use of hydro-electric power. This advertisement said:

"Less than a quarter of a century ago there was a backward and almost law-defying civilization, and a meagre livelihood, in the Piedmont Ridge territory of North and South Carolina. The Ridge was known to geographers and to revenue agents, but to few others. Today the Piedmont Ridge and its thriving manufacturing towns and cities are known to the industrial world for their prosperity and modern enterprise. The change in character, livelihood and life has been as from night into day, and the transformation, remarkable as it is, can be attributed almost entirely a small group of far-seeing men.

"The example furnished by this group, headed by Mr. James B. Duke and a few associates, is conspicuous among many. These men had the vision to see the possibility of industrial development, and the courage to develop the power resources of the Piedmont territory. And upon the creation by them of power, stands a prosperity which today is great and rapidly growing."

Now, I do not mean to detract an iota from what Mr. Duke or Mr. Lee or hydro-electric power has done for the Piedmont Ridge and its people, but I have been a visitor to that Ridge for more than forty years, and I resent the statement that its civilization was backward or law-defying twenty-five years ago or at any other time. From the date of the Mecklenburg Declaration and before, the people of the Piedmont Ridge have been sturdy supporters of the Mecklenburg Declaration and of law, order, and government by the consent of the governed, and I feel impelled to dissent from any one who asserts the contrary. It is because they have always had respect for their own rights and the rights of others that they have pro-

An address delivered at the Second Annual Diversification Dinner held in Charlotte, N. C., on September 29, 1925, under the auspices of the Made-in-Carolinas Exposition, by Theodore H. Price, publisher of Commerce and Finance and Cotton and Its Products.

gressed with such marvelous rapidity and have been able to develop the spirit of cooperation that is of the essence of civilization to such a remarkable degree.

Mr. Duke and the "small group of far-seeing men" who have been associated with him have done much for this region, but it should not be forgotten that they were born and raised here more than twenty-five years ago and that they got their vision and their idealism and their inspiration from their forbears, whose love of legalized and self-respecting liberty led them hither when the Piedmont Ridge was a wilderness.

No, my friends, the civilization of the Piedmont Ridge has never been meagre. It has always insisted upon clean living and high thinking, it has always had lofty ideals, it has always been open minded and progressive, and I attribute your present prosperity largely to the hereditament of courage and intelligence and self-sacrificing honesty that is yours. Piedmont means the foot of the mountains, and in the shadow of the hills from whence now cometh your hydro-electric power you and your forefathers have never forgotten that your "help cometh from the Lord who made Heaven and earth."

Excuse this digression, but I am getting along, and those who say that the civilization of the Piedmont Region or the South was meagre when I was a young man show their ignorance and excite my ire.

There is, in fact, one respect in which the civilization of twenty-five years ago was superior to that of today. The women then wore more cotton frocks and more of some other cotton garments that I need not mention. I have no fault to find with the present fashion of short skirts if the ladies like them. It is said that "a woman is as old as she looks but a man is old when he stops looking, but as I recall the girl's that I used to take buggy riding thirty or forty years ago and the muslin or organdie or tulle or gingham or dimity dresses in which they were so fascinating I find myself wondering why in the world such

costumes have been abandoned in favor of the silk and rayon "Mother Hubbards" that now dazzle, and sometimes repel us because they lack the charm that normal men find in the mystery of the unrevealed.

And this brings me to a consideration of the subject to which I have asked to address myself. It is "The Distribution of American-made Cotton Fabrics," and when I remarked to Mr. Alexander that is embraced a larger field than I could cover in one evening I was told that "diversification" and the improvement in selling methods were the phases of the question which I would better limit myself.

Now, I really know very little about the cotton textile industry and its problems. I used to think I knew something about raw cotton, but the last ten years have convinced me that I don't, and when it comes to the complexities of the cotton manufacturing business I am the veriest tyro. But I will tell you of the impressions I have received and the conclusions I have reached while standing on the side lines to which an editor is assigned. If I make a fool of myself, then you can say to me as did Jonah to the whale when he emerged from its insides, "If you had only kept your mouth shut this wouldn't have happened," and I shall go back to New York a chastened and a better man.

I don't know much about the "diversification" of cotton goods. I have heard a good deal about agricultural diversification of late, but, as diversification in the textile industry was new to me, I asked a New England manufacturer what it meant. His answer was, "Diversification is all right, but for Heaven's sake tell your Southern friends not to diversify by copying my goods!" And then he went on to explain that the ideal diversification was creative and not imitative.

Ignorant as I am, it seems to me that in this remark he covered about all that can be said upon the subject. Diversification to be successful must be creative. That it may be creative men of imagination must be employed, and they must be given

opportunity to work under conditions that will fire and excite their imagination.

One of the leading advertising agents of this country told me that he paid his chief "ad" writer a salary of \$100,000 a year and that in the preparation of his copy he sometimes spent a whole day looking for just one word that would give the greatest projectile power to the idea that was to be put over.

So it must be with the creative designer. He should live where the currents of life run swiftly, where he can sense the drift of public taste or fancy, and where the excitement of competition will stimulate him to do his best. Uninformed as I am, I cannot be more specific, but it seems to me that it is from and through your selling houses or agents that you should get the most valuable ideas, and I think that if I represented a cotton mill and sold its goods I would employ the best designer I could find to study the styles and make suggestions to my client.

But I may be wrong and submit the suggestion with diffidence. General Grant once remarked that he had run across a man who succeeded in business by following an unusual method. When asked what the method was he answered, "He attended to his own business." So here again you and your selling agents may be justified in repeating what Jonah said to the whale.

But when it comes to making a market for the goods your creative genius has produced I am a little more at home, for I have studied the question and feel justified in asserting that the great need of the cotton textile industry today is advertising that will arouse a consumer demand.

Your industry is one of the greatest and one of the oldest that civilization includes. In the United States alone more than 5,000,000 adults are employed in producing, manufacturing, and distributing cotton and the things made of or derived from it. Upon the average each of these 5,000,000 persons has three dependents. Here is a group of 20,000,000 people, nearly one fifth of our population, who are directly dependent upon cotton for a livelihood. If you could bring them to a realization of this dependence, if you could, so as to speak, give them

a consciousness of cotton, if you could make them talk, eat, drink, and breathe cotton goods, what, think you, would be the result?

It is said, and I think with truth, that the song, "Yes, we have no bananas today" increased the consumption of bananas by 50 per cent in the United States and lifted them from obscurity to popularity in England. What would be the effect if you could get the 20,000,000 Americans who derive a living from cotton to talk about or sing about it and insist upon its use in preference to Japanese silk or Australian wool?

In so far as those who grow cotton are concerned, this has been done. As a consequence we have semi-monthly crop estimates and ginning reports and statistics without end, for which much Government money is spent because there is a cotton "bloc" in Congress whose political fortunes depend upon their fidelity in looking after the interest of the cotton producers. But have the cotton manufacturers of the United States ever tried to promote an enthusiasm for cotton goods among their employees? I think not.

I do know of one treasurer in New England who has attempted it. Not so long ago he was put in charge of a mill that had been unprofitable. His first step was to write all his directors to urge their families to use the sheetings and other goods their mill produced. Then he got his employees together and made it plain that they would help themselves by helping him to sell more of the cloth they were engaged in making. The mill commenced to get more orders. It was soon running full time, its stock rose 50 points in the Boston market, and only the other day it resumed dividends.

For the last few months I have been trying to do something along the same line myself. I started a monthly magazine called Cotton and Its Products. The subscription price was put at a dollar a year so as to bring it within the reach of everyone.

All those who are subscribers have been invited to join the "American Cotton Goods League" without further expense and to wear a button that bears the name of the League. I have written a letter to each important cotton manufacturer in the country asking him to let me form a Chapter of the League among his employees. Some have allowed me to do this, and I thank them. Others have ignored my letter. I don't know why. But I ask them to consider the effect that would be secured if all the employees in our cotton mills talked about cotton goods and had a pride in wearing them and in getting their friends to do likewise. You may smile at the suggestion, but it is not at all ludicrous or impossible, for the compulsion of the crowd is irresistible and if the millions who grow cotton goods join in acclaiming them persistently the world will be compelled to wear them.

Some years ago an Englishman, Sir Martin Conway, wrote a very interesting book on the The Crowd in

Peace and War. Let me read to you a brief passage from it.

"An ideal that arises in the heart of an individual is like a spark struck from steel by a flint—gone in a moment unless it ignites some inflammable mass. But an ideal that is incorporated in a crowd is a burning lamp. It is only a crowd that can give continuity to the combustion.

A crowd can be formed in a hundred other ways than by mere physical presence in one place at the same time. Printing, the telegraph, and the various modern inventions and developments we are all familiar with, have made crowd formation possible without personal contact. What is a movement but the formation of a crowd?

Fashion in clothes may be cited as an instance of the extension of crowd dominance over the individual. The crowd has always exercised dominion in this matter, but until about a century ago the power was in the hands of the local crowds and costume varied from one locality to another. Now the whole western world dresses alike, and changes in fashion spread with astonishing rapidity by the aid of the press and modern commercial organizations.

And so I urge you to develop the enthusiasm of your employees for cotton. In it you have at your command a force now latent that is quite as powerful as the hydro-electric power that runs your mills, and hand in hand these two forces can be made to work the renaissance of the cotton textile industry in the United States.

Do you ask me how this can be done? Well, there are many ways. I should miss my train and talk you to death if I tried to describe all the agencies that might be used.

First among them I put psychological appeal, that is, the appeal to the emotions or the memory or the personal pride of the ultimate consumer. It is far more effective than the form of a song or a slogan or a the commercial appeal. It may take band or a trade mark. A wise old Englishman sensed the value of the emotional appeal when he said, "I care not who may make a nation's laws if I can write its ballads," and you know that Southern men have marched to death singing "Dixie," although it was written by a Northerner.

"Al" Smith's wonderful popularity has been greatly enhanced by "The Sidewalks of New York," and another instance of the same sort is the song whose refrain is "Will you love me in December as you did in May?" It is politically irrelevant, but it was written by Jimmie Walker, the recently nominated candidate for Mayor of New York. It was sung all over the city during the recent primary fight, and the Tammany leaders say that it helped Walker immensely because it showed he "had a heart." Those who recall the Liberty Loan campaigns of the war will recollect how men loosened up and increased their subscriptions when the band played "Over There," and I have already told you what the song about bananas did for the banana trade.

As to slogans, the best example I can recall is "Rum Romanism, and Rebellion," the alliterative roorback coined by the Rev. Dr. Burchard to defeat Cleveland in 1884. It spread all over the country in two days, proved to be a boomerang instead of a roorback, and is generally admitted to have brought about Cleveland's election and Blaine's defeat.

There are many commercial slogans that have become very successful. "The Flavor Lasts" has been worth millions to Mr. Wrigley. "It Floats" it no doubt of great value to Procter & Gamble. "Just Like Mother Used to Make" is a slogan whose effective is indicated by its frequent use, and "The Beer That Made Milwaukee Famous" was no doubt worth millions before Mr. Volstead denatured it.

But good slogan are hard to invent, and except in rare cases it is difficult to give them currency. Moreover, there are so many different varieties of cotton goods that even a Shakespeare would be unable to devise slogans to suit more than a few.

For this reason easily remembered and auto-suggestive brands or trade marks are in my judgment to be preferred to slogans. To so familiarize a name with a need that those who feel the need will recall the name is or ought to be the chief purpose of advertising. The use of a descriptive brand or a graphic trade marks a very effective way to accomplishing this purpose, and I have always wondered why the cotton manufacturers have not resorted to it more generally. You all know what the word "rayon" has worked in extending the use of artificial silk, and of the many other valuable trade marks the silk manufacturers have devised, but I can think of only four nationally known brands that are used to identify cotton goods.

One is "Wamsutta," whose old-time popularity is being rapidly revived by the well planned advertising campaign the present manager of the Wamsutta Mills has undertaken. Another is "Cannon Cloth." I need not acclaim its value as a trade mark to this audience. A third is "Pepperell Drills," which used to be so popular in China that bales of goods bearing that brand passed as currency in Hongkong and Shanghai just as tobacco did in colonial Virginia. And, finally, there is "Fruit of the Loom," which approaches perfection as a brand for cotton goods. Chiefly, if not entirely, because of its name three generations of housekeepers in my family have insisted upon having "Fruit of the Loom" in their linen closets, and I assume that my granddaughters will demand it if it is still manufactured when they come to be housekeepers.

So I urge to consider the use of bands or trade marks for your diversified products, and if you cannot invent them yourselves I suggest that you communicate with Miss Laura Lee Rogers, of Boudinot Place, Elizabeth, N. J., who is described in the New York Herald Tribune of September 20th as a "Nomenclator" because she makes a business of finding names for things.

I am unacquainted with Miss Rogers but the newspaper story of her vocation and the fact that she comes from Virginia have prejudiced me in her favor. Certainly, any opportunity to secure brands that would give your goods distinction is worth following up when the following estimates of the value of some well known trade names are considered:

Uneda Biscuit	\$13,000,000
Royal Baking Powder	8,000,000
Mennen's	10,000,000
Spearmint	7,000,000
Kodak	5,000,000
Coca-Cola	5,000,000
Quaker Oats	10,000,000
Gorham	2,000,000

There is much more I could say about brands and trade marks, but I will forbear for I want to give you just one more idea that I have for enhancing the popularity of cotton goods. It is the "Cotton Ball."

In November, 1914, when cotton was selling at 7 cents a pound and everyone was shouting "Buy a bale!", the New York Southern Society was induced to give a ball, a distinctive feature of which was the cotton dresses that the ladies present were asked to wear. I am proud to say that I had an humble share in organizing it, that it was a huge success, and that when the Cotton Exchange was reopened a few days afterwards cotton started going up and continued to advance with reactions until it touched 40 cents a pound.

I won't take your time with further details, but why should not the cotton manufacturers organize a number of such balls to be held in all the more important cities of the country on the same day or evening each year? Tickets sold at moderate prices would pay their expenses, and I know from experience that the women attending them would be only too glad to wear and exhibit costumes made of any fabrics that were presented to them.

One New England manufacturer authorized me to present ball dresses made of his goods to any ladies who would wear them at the New York ball held in 1914. I gave away several hundred of these frocks, and the donor tells that his business was immensely benefited by what proved to be the cheapest and best advertising in which he ever engaged.

Of course, work of this kind must be followed up by some paid publicity, but against my own interest as the owner of two publications that are eager for your advertising patronage I have outlined a scheme that will cost you but little and make your goods talked about from one end of the country to the other. And what is more, I will be glad to cooperate with you in carrying it out if you want me to.

I had intended to say something about the selling methods and agencies that you use and the possibility of improving upon them. But I have already talked too long, and I doubt whether I could make any suggestions of value. Moreover, I am convinced that the selling will take care of itself if you will create the consumer demand.

(Continued on Page 31)

SACO - LOWELL

LARGEST MANUFACTURERS OF TEXTILE MACHINERY IN AMERICA



Spinning Room of Mill No. 5, Efird Manufacturing Company

The EFIRD MFG. CO., ALBEMARLE, N. C., is one of the leading fine yarn plants in the country. Their latest Mill No. 5 is equipped throughout with Saco-Lowell Machinery.

We furnish equipments for manufacturing all numbers and kinds of cotton yarns, and our machinery will be found in a majority of the successful yarn mills in the South.

If any improvements are being considered we invite you to take advantage of our experience. Our sales engineers are at your command.

SACO-LOWELL SHOPS

1824

1925

NO. 1 FEDERAL STREET
BOSTON, MASS.

SALES OFFICES
1220 MINT STREET
CHARLOTTE, N. C.

MASONIC BUILDING
GREENVILLE, S. C.

Bondaron

Reg. U. S. Pat. Office—

"The Leather with the Hair On"



CHECK STRAPS

BONDARON Check Straps are made by a special tanning process which gives them great strength and resiliency.

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Cotton Mill Processes and Calculations

By D. A. Tompkins.

Copy Revised for Third Edition.

(Continued from September 17)

The upper thread carries the upper jaw and the lower thread the lower jaw. By turning the shaft in the proper direction the jaws can be brought closer together, since the upper jaw projecting beyond the lower jaw can slide outside. This shaft is square at its upper end and projects through the small 12T gear, which is supported by a bracket on frame. This arrangement will permit the shaft to slide through the gear without affecting the motion of the gear and at the same time any rotary motion of the gear will be communicated to the shaft. As the carriage moves up and down, it takes with it this shaft together with the jaws. Just to the right is another vertical shaft, known as the tumbler shaft which carries a dog having two arms. At the bottom of the shaft will be noticed a circular disk with two lugs, against each of which, in turn, a lever (not shown) it pressed by means of a string spring in such a manner as to tend to move the shaft a small portion of a revolution. The gear Y on the top end of shaft is made of four sections; two of these sections opposite each other have 13 teeth, the other two sections are blank.

The operation of this shaft is as follows: As the carriage moves up the spring acting on one of the lugs on the disk at the foot of the tumbler shaft tends to give the shaft a partial revolution but is prevented from doing so by one of the arms on the dog bearing against the upper jaw. When the carriage has risen high enough for the arm to clear the jaw, the spring turns the shaft until the gear X on the end of the top cone shaft engages with the teeth in one of the sections of gear Y. These gears engage until another blank section is reached, when the spring will act on the second lug and further turn the shaft until the other arm of the dog strikes one of the jaws. Thus the entire motion of the shaft at one time is equal to one half of a revolution when the carriage is lowered far enough, the arm swings clear of the jaw and the tumbler shaft is given another half revolution in the same manner as described.

110. When the tumbler shaft makes a half revolution a change in three parts of the frame takes place: (1) The carriage is driven in an opposite direction, thus reversing the direction of the traverse on the bobbin; (2) the belt is shifted by rack along cones for a short distance; (3) the length of traverse is shortened. The first change is accomplished as follows: when the shaft is given a half revolution through the eccentric it gives a longitudinal motion to the rod which has set-screwed to it the two 70T gears, known as twin gears. These gears are so adjusted on the rod that a movement in either direction will cause one or the other of the two gears to come in contract with the 16T bevel gear. The other end of the rod connected to tumbler shaft is the shaft which primarily drives the carriage, and is so made that it revolves freely. Thus it can be seen that the direction of the movement of the carriage will be reversed at every turn of the tumbler shaft.

On the tumbler shaft is a 30T bevel gear, which through a suitable train shown drives the gear Z, which gives motion to the cone rack, carrying at one end a belt guide. As the tumbler shaft is revolved the small gear Z is turned, which moves

the rack along and causes the belt guide to shift the belt a short distance toward the smaller end of the top cone.

As the rock is moved, it gives motion to the taper gear, which through S and the 12T gear turns the vertical shaft, thus bringing the jaws closer together. This allows the arms of the dog on tumbler shaft to escape the jaws sooner than before, thus shortening the length of traverse.

111. In order that the small gear may easily drive the rack on the carriage, thus raising it, the frame is equipped with either direction weighted or with self-balanced rails. Many advantages are claimed for the self-balanced rail. No power is taken up for raising excess weight. The rails remain balanced as the bobbins are filled with cotton, since the load on each rail increases in the same proportion. There is a great saving in repairs. Backlash is eliminated and the machine can be kept in a cleaner condition.

112. It will be noted in Fig. 26 that gear M through intermediate drives the gear L on the bobbin shaft. The main shaft revolves constantly in the same position while the gear L on the bobbin shaft receives a vertical reciprocating motion, since it is a part of the carriage. Some device is necessary to keep the three gears in mesh. The construction which is very frequently used on fly frames, is known as the horse-head motion. It consists of a train of three gears, that are kept constantly in mesh by two arms of equal length. These arms are connected loosely to a common stud on which the intermediate revolves. The other end of one of the arms swings on a bearing that carries the main shaft. The opposite end of the other arm is attached to a bearing on back shaft. The intermediate gear rises and falls with the bobbin shaft because of the fact that it is held by the two arms of constant length, which keep the teeth of all three gears properly in mesh.

Some fly frames use another method of obtaining the same result. It is known as the vertical and angle shaft motion.

113. Referring to Fig. 26, we see that the bobbin is driven from main shaft by the 45T gear set-screwed to the shaft through the intervention of the differential train, and that its speed is varied by varying the motion of the 110T sun gear, which is itself driven through train R, P, Q, by the bottom cone, the speed of which is varied by changed positions of the cone belt.

114. The "Differential Motion" of the roving frame is the most difficult problem in mill calculations. A great many superintendents and overseers believe that the differential changes the speed of the bobbin with each layer of roving added to it. This is a mistake, because it is well known that no matter how you may arrange the gearing, you can not obtain a change of speed without changing the teeth in some of the gears, and all of the gears in the differential remain constant.

In all forms of differentials the bobbin has two driving lines; one from the main shaft drives directly through the differential to the bobbin. This is the main driving force and the revolutions obtained from it remain constant. The other driving line is through the cone belt and the revolutions obtained from it depends upon the position of the belt on the cones.

The real object of the differential is to avoid sending the driving power through the cone belt and to obtain a more direct and positive connection from the main shaft to the bobbin.

If we were to drive through the cone belt without any differential we would be able to obtain the proper change of speed

(Continued on Page 34)



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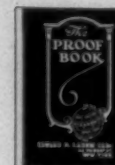
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Safety in Textiles in the New South

EVERY time I hear the expression North and South applied to distinguish two sections of this great country of ours I recall a toast that I heard at a meeting of officers back in war days, which goes something like this:

"Here's to the boys of the cold grey north
Far off in the fields of France.
May the spirit of Grant be with them all
As the boys from the North advance.

Here's to the boys from the sunny South
Far off in the fields of France.
May the spirit of Lee be with them all
As the boys from the South advance.

And here's to the boys from the North
and South
Far off in the fields of France.
May the spirit of God be with them all
As the boys from America advance."

Thank God there is no North or South today, but a United States, both banding together on big projects, clad in the same uniform, singing the same songs, and striving for the same goal. One of the greatest of these projects is the safety of those with whom we work.

Having worked in cotton mills both in Massachusetts and South Carolina I have had a chance, in a small way, to observe each field. In

A. Stanley Llewellyn, Wateree Mills, Camden, S. C., before meeting of National Safety Council, Cleveland, Ohio.

order to be able to give you as clear a picture of this as possible, I have checked up with David Clark, of the "Southern Textile Bulletin," of Charlotte, North Carolina, and with L. L. Arnold, editor of the "Cotton," Atlanta, Georgia. The last named, I believe, is the man who should be here today to talk to you on this subject. Georgia, according to Mr. Clark, has done more than any other State in the South on a definite safety program. If anyone is interested in the progress of the Southern cotton mill which has been made in the last twenty years, write Mr. Arnold for a copy of the twenty-fifth anniversary number of "Cotton."

Presents Word Picture of North and South.

We believe that we have greatly to our advantage, in the South, the fact that the average textile mill management in the South gets full co-operation from all the employees. This is due to a personal feeling for the employee on behalf of the management, because in a large number of cases they live near one another in the same villages so that when

safety or any other good project is taken up by the management it is immediately taken up by the employees, without the antagonism and friction sometimes found where there is no such contact, where a large percentage of the employees are of either foreign birth or foreign extraction.

Compare this picture with the Northern mill with a large percentage of foreign labor, which makes it more difficult to tell the story of safety. One is not confronted in the South with the problem of how to tell the story in several different languages. We do not have to decide whether it is more to the advancement of education to print all notices in English, which would be an incentive to all to learn English, or whether it is safer to put up notices in Polish, Greek, Italian, etc., so that all will be sure to know the policy of the management.

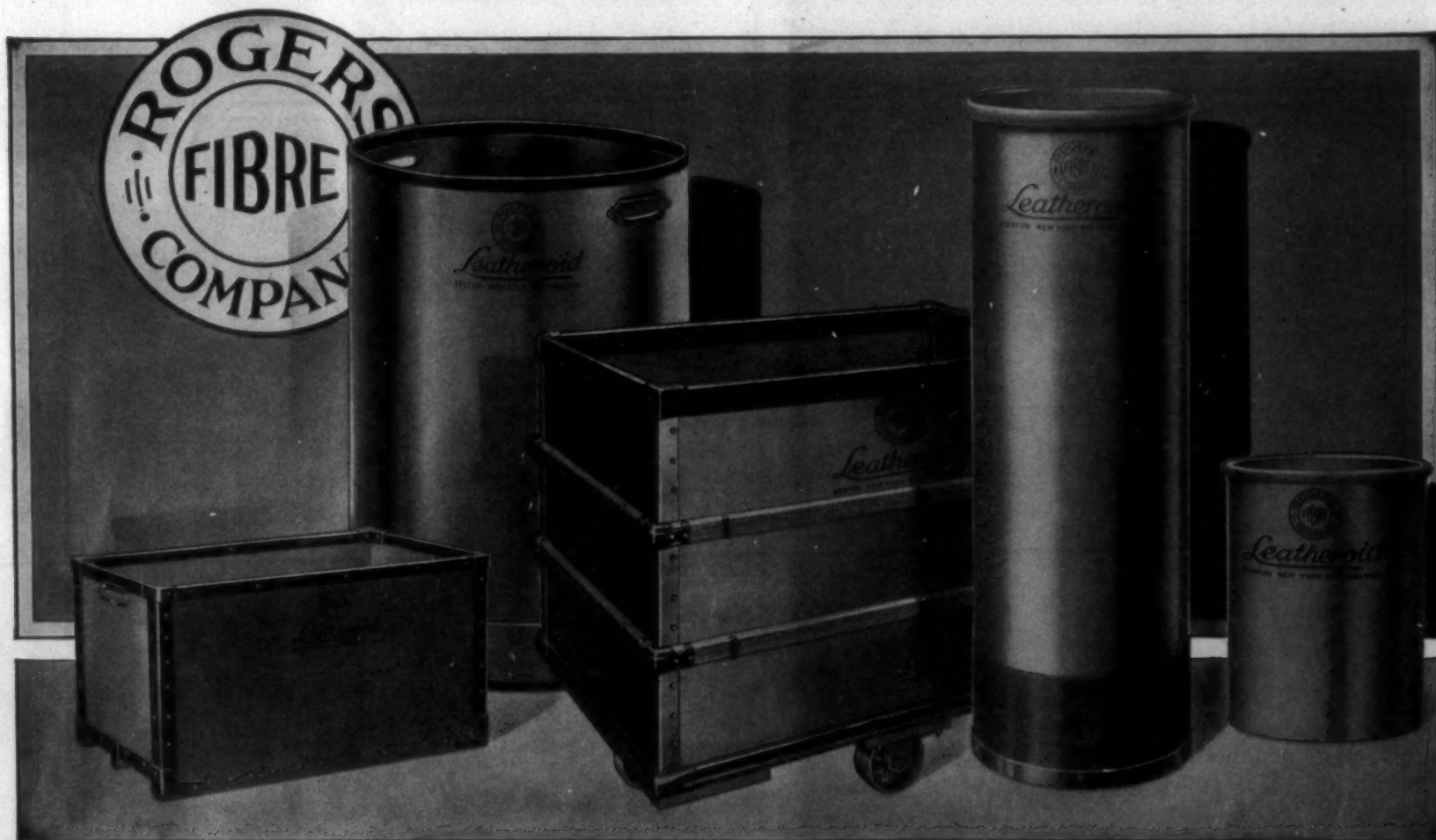
A typical mill in which I worked in the North had about two thousand employees. We had groups of mill houses in which lived four hundred men, women and children. Out of this number two hundred

were workers in the mill, or in other words we housed ten per cent of the people. A Polish village was on one end of the village, then a group of English speaking people and overseers in another part. Each of these groups was different. When the mill closed Saturday noon, or even each night, our responsibility for the people closed with it.

In the North we had our nurses but because of the expanse of territory where the mill people lived, some of whom commuted to nearby towns, their work was practically finished with the closing of the mill. In the South the dispensary and nurses' home are generally found in the center of the village and the nurse's work is never done.

With the steady increase in the South of such agencies as community houses, schools and school attendance, mill nurses and doctors, we are prepared better than ever before to carry on a more far-reaching safety campaign, than is possible without such a completeness of organization.

Let us now go through, step by step, what is being done, to be sure not to perfection yet. We have not, in many cases, the safety engineer with his corps of assistants, nor



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have we the elaborate systems and methods which are found in some other parts of the country, but we have started safety work in the South and it will grow as it is properly explained and nourished. In our own unique way we are teaching the story of safety. The mill manager realizes that a lessening of accidents; the building up of the health of his people, the saving, perhaps, of the lives of his friends, can all be accomplished through an organized safety program. On further study he learns what a direct cash saving can be made in his insurance costs and a decrease in absenteeism and labor turnover, which we all know is a factor today in keeping our costs low. He feels, as do managers in all other parts of the country, that these facts warrant a safety program. You all know how this program is put in force in your respective plants. I will now try and show you how we proceed in the South where our close contact with the people comes in good stead. With the safety program decision made, the manager calls in his overseers, personnel manager and nurses. He explains the value of this definite step to these key men and the following system is used in some of the mills in the South. The first council is usually made up of overseers and second hands, and never meets without the superintendent, manager, or agent being present. The nurse and plant doctor also attend these meetings. The committee meets once a month and all accidents which have occurred are brought up by the nurse or doctor and discussed in detail. The prevention of the recurrence of such accidents are then thrashed out.

At our last meeting we found that most accidents in the mill were due to falls, particularly on slippery floors. Out of this has come the experiment of applying a floor dressing of oil and wax and the elimination of scrubbing. The floors are kept swept, and a dandy with an oiled mop scrubs up around the cuspidors. If this works out we will oil all the floors. This preparation contains a disinfectant and is more sanitary than scrubbing. It saves floors, soap and scrubbers.

We found goggles would not be worn because we had but one pair over the emery wheel. Individual goggles were issued with marked results.

The nurse makes daily inspections of mill and weekly inspections are made by a general inspection committee. Safety bulletins and rules are posted throughout the mill. At least once a year mass meetings are held. Some mills have mass meetings in their respective departments with talks on the specific hazards of each department. With this much done in the mill proper we carry the program to every man, woman and child connected with the plant.

The nurse, who is a member of the safety council, in her daily rounds in the village, has a splendid opportunity, with her knowledge of hygiene and sanitation, to scatter seeds of safety and preventive ideas in the home. In the church on Sunday and at prayer meeting on

Thursday the preacher dwells on the habit of carelessness in every walk of life.

The store manager keeps up with the mill's policy. He learns from the talk at the recreation hall or Y. M. C. A. by the agent, superintendent, or doctor, that flies are carriers of germs, and that old cans are places where mosquitos breed. Therefore, he requisitions screen covered boxes for his fruits and vegetables. He invents something to crush the can, and I have known cases where even an incinerator appeared.

In the school, both the mill school and kindergarten, the teacher is told about the safety movement and the children are taught not to cross the highway without looking up and down. They are told why vaccinations are made and how essential the tooth brush is in preventing diseases.

The monthly meeting of the board of aldermen in our village is on Tuesday nights. When new business is called for, some fellow starts on safety and after the meeting, one may read in the recorder's book something like this:

"1. No sling-shots or firearms shall be used in the village.

"2. Speed signs will be posted forbidding excessive and reckless driving.

"3. Cows will be pastured in a place allotted for them.

"4. On path across dam two lights are out. Replace them.

"5. Bridge over branch on highway should be inspected and if dangerous replaced."

After the business meeting the mill doctor tells us how five million men were inoculated in the army and no casualties occurred because of typhoid fever. He explains in plain language the streptococcus germs and sounds the note to get the cut looked at at once.

A month or two ago a case of smallpox came into our village and another case appeared in a day or two. Immediately the board of health at Columbia, S. C., was notified, the two houses were quarantined, and to my surprise, because of the educational work which had been done from time to time, three hundred and fifty-two people of all ages were vaccinated, and an epidemic was avoided. If this same thing had occurred five years ago I doubt if we could have vaccinated fifty people.

It would be easy for me, but probably tiresome for you, to give you many examples of how, through education, the mill people of the South are taking hold of the most scientific methods. Our safety work is not advanced as far as yours in the North, but, as I have tried to point out, we have started and this work will be developing more and more each year.

In conclusion let me say that I believe that out of the mill villages tomorrow are not going to come emaciated, washed out, destroyed Anglo-Saxons, but statesmen, physicians, editors and industrial leaders, as well as a strong, healthy class of high grade American workmen. Safety will play its part, and a very important part it is, in this accomplishment.

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Rayon's Influence on Cotton Textiles

NOTHING has ever resulted in such great changes in the cotton textile industry, as the rayon fiber. Manufacturing policies of many of the most important mills in the country, to say nothing of the many other smaller plants, have been practically transformed beyond recognition because of the influence of rayon. While this revolution has already progressed to a considerable degree, its momentum continues to increase, and the likelihood is that before another six months have passed, rayon will have worked its way into almost every nook of the industry.

It is safe to say that a majority of the cotton mills that are not now offering rayon mixed cloths are experimenting in some way to find out how this fiber can fit in with their merchandise. There are, of course, exceptions in the mills making the staple run of sheetings on such goods, but otherwise all attention has been on rayon.

For years, rayon occupied a most insignificant place. It was used chiefly to decorate shirtings, and some dress goods, but the number of mills using this material were rather limited. About four years ago rayon received what was then considered a decided black eye with the shirt trade. There had been a tremendous vogue for shirtings with rayon stripes. The production

had increased tremendously till practically every mill making print cloth yarn dobby fancies had changed over to shirtings with silk stripes. The fad switched suddenly and tremendous losses resulted from the large buying of these rayon-mixed cloths.

For a few years afterward the shirt trade would not look at goods of this character. During the past six months or so there has been considerable rayon used in shirtings, not so much on the old order of the madras type, although some of these are now being used, but more on the broadcloth order. As a matter of fact, rayon checks on broadcloths have had a very good sale, and make an attractive fabric.

Greatest Changes Are Recent.

Probably the greatest changes in the cotton textile industry, with regard to rayon, have taken place in the past six to eight months, although the general trend has been under way, rather pronouncibly, for a little over a year.

Picture if you can, some of the large commission houses in the Worth street district governed by conditions operating religiously on certain kinds of fabrics which their mills had been making for years and which it seemed nothing could prevent them from continuing to manufacture for many, many years more.

Picture if you can these ultra-conservatives—and this is no exaggeration—dallying forth into the field of novelties and fancies—away entirely from anything they had ever known previously—assuming risks which had hitherto been regarded as entirely needless.

Houses which a year ago were prominent only in the sale of low end colored goods—cheap merchandise—staples which never changes in style—such houses were offering rayon novelties. The most highly kind of styled merchandise. A prediction of this sort a few years ago would have been absurd—preposterous. The indications were not present then, and further, it was considered definite that the temper of the people in the industry was decidedly contrary to any such trend. Today we have a market of fancies—everyone makes fancies.

The trend for novelties is unquestionably responsible for what has taken place in the industry. Almost of a sudden staples dropped out of demand, and the call was entirely for goods that were different—that were not the usual staple kinds to which people had been accustomed.

Styles changed radically—women had discarded certain apparel on which the staple cotton goods industry had always relied for sizeable outlets. When this change first came about it was a terrible shock

to the many mills making the staple goods and the people who were engaged in trying to dispose of such production. Distributors were almost unanimous then in agreeing that there was no longer need for anything but novelties.

And so this sentiment spread until the only thought a man could have with regard to his mill, was "how can I make a novelty?" The solution seemed to be in rayon. Take the most ordinary piece of cotton cloth, use a rayon filling, or just use scattered decorations of rayon, and you will find a novelty. This brought about at the start the suitings which were in such good demand last fall, particularly the gingham people. This was the means of introducing quite a few mills to the use of rayon.

A few of the pioneers who had been manufacturing cloths for many years which were partly composed of this fiber did a very large business in some of the new creations featuring rayon which they brought out. The so-called alpaca was among the first real big successes of this kind. This particular cloth has been widely copied, and is now being made by a great many mills throughout the country. As a matter of fact there are very few converters who have not such goods in their line.

(Continued on Page 31)

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Textile Diversification Dinner at Charlotte

THE serious thought which the textile industry of the South is given to question of increasing the variety of range of its production was impressively shown at the Second Annual Textile Diversification Dinner, held at the Chamber of Commerce in Charlotte on Tuesday evening. The event, which was held in connection with the Carolinas Exposition, drew the largest crowd that ever attended a similar gathering the South. More than 800 guests attended, including the outstanding textile men of the South and a large number from other sections of the country, a check of the attendance showing that guests were present from 16 states.

The program was devoted to the question of diversification and brought forth a diversity of opinion as to how the changing conditions in the textile industry may best be faced by Southern mills. While no definite plan for diversification grew out of the meeting, the occasion proved a very definite indication that the South is intent upon a diversification of textile production and is earnestly studying the difficulties that must be overcome to bring this about. To get away from mass production of staple goods, to compete with the world in the manufacture and distribution of all kinds of textile fabrics and at the same time do this without bringing about an overproduction that would create a similar situation as now being faced by the mills, was the question raised at the meeting.

The various phases of the diversification question were discussed in a most interesting and thoughtful manner by the several speakers of the evening, among whom were Governor McLean of North Carolina, Theodore H. Price of New York; W. J. Vereen, president of the American Cotton Manufacturers Association; George S. Harris, president of the Cotton Manufacturers Association of Georgia, J. E. Sirrine, mill engineer of Greenville, W. S. Lee, vice-president of the Southern Power Company, acted as toastmaster.

The program was interspersed with several musical numbers by artists appearing at the Carolinas Exposition and a style revue staged by models from the Mayer studio in New York.

Governor McLean Speaks.

Governor McLean was the first speaker of the evening. In his opening remarks, he stressed the fact that the history of civilization has shown that diversification is essential to commercial intercourse. He pointed out that the South is blessed with a diversity of natural resources that are not surpassed by any country in the world. This diversity of resource, of agriculture, of talent and business enterprise have built the industrial foundation of the South he said. The diversification of its manufacturing industry has been the greatest factor in the prosperity of the Piedmont section, the

Governor stated and the application of the principle must be used to overcome the present difficulties faced by the mills.

The Governor traced briefly the progress of the textile industry in the South pointing out that as a purely agricultural section it first supplied raw materials for the mills of England. Later as the textile industry of this country developed in New England, the South continued to ship its cotton away for manufacture. Beginning in the early '80s, the South began its real textile development, starting with the manufacture of the coarsest yarns and goods. The continued development of the South's industry, the Governor showed, has brought about conditions where its mills must compete for world trade in all manner of textile products.

"We hear much talk about times not being so good in the textile industry. There is talk of over-expansion of plant facilities in the war period, and of fickle changes in fashion. But the real reason, I think, is that we are now passing through a transition and undergoing changes for the better," declared the governor.

"A revolution is coming to pass and a change is being made so that Carolina and southern mills are producing just as good materials as can be found anywhere. This is a new day, a changing of methods and breaking away from old standards."

"The thing we need to do now," said the governor, "is to make these products ready for the consumer. Produce materials that the retail stores will buy for sale to the wearer. We must make our products for the ultimate consumer."

Another important thing stressed by Mr. McLean is that there is imperative need of research work to aid the mills in diversifying their production.

At the conclusion of Governor's McLean's address, Mr. Lee, the toastmaster, explained briefly the diversification movement in the South, or rather the first definite and public manifestation that the mills and other industrial interests of the section must more seriously consider this question. Beginning from a meeting of a group of interested manufacturers in Charlotte about 15 months ago, the movement took definite shape in the diversification dinner last fall, and gained momentum until now it has become a nationally recognized event in the textile world. The Southern mills must "make the goods the consumers demand and charge them for it," Mr. Lee explained. The South has every resource for world competition in textiles, Mr. Lee stated, and must marshal these resources to continue the steady progress and TWO—Diversification Meeting profitable operations of its mills. The present spread between the prices and those at retail is a handicap to the mills in distribution of cotton goods, he said. The inherent advantage of cottons in competition

with other factors is their relative cheapness, he said, and this advantage is being lost because the retailers are offering cotton goods at a level that puts them in price competition with silk and other fabrics.

Price Speaks.

Theodore H. Price, editor of Commerce and Finance, New York, delighted his audience with an address that held their close attention throughout. Speaking on "The Distribution of American Cotton Fabrics" Mr. Price limited himself to the diversification phase of the subject, offering several very pertinent suggestions that may bring about a stronger consumer demand and greater distribution of Southern goods.

It is extremely important that the mills do not enter upon a program of diversification that is limited to copying the designs and fabrics of mills in other sections, Mr. Price said. "Diversify, but do so through creative effort." Creation of new fabrics, designs and constructions is one way in which distribution may be quickened, he stated.

The South, Mr. Price added, has also overlooked a tremendous asset in not making greater use of advertising its textile products. The tremendous force of publicity may be utilized by co-operation of the enormous number of people who are dependent, or partially so, upon the cotton industry of the South. "Have these millions of people," Mr. Price said, "talk, think, live and breathe cotton. Let them keep cotton constantly before the eyes of the world, by using cottons themselves and inducing others to do so."

Mr. Price estimated that there are today 5,000,000 people in this country whose welfare is closely linked with cotton, and figuring four dependents with each one, there is an army of 20,000,000 people, almost one-fifth the population of the country, which may be utilized to uphold the glory of cotton.

Mr. Price also touched upon the value of trademarks, urging Southern manufacturers to brand their goods and build upon quality and good will to make a market for them.

Mr. Price's address, which was delightfully punctuated with humor that was effectively used to emphasize the serious thought which it contained, appears in full elsewhere in this issue.

Vereen Cites Growth.

W. J. Vereen, president of the American Cotton Manufacturers' Association, was then called upon by the toastmaster. He responded with a brief talk in which he congratulated the Carolinas upon their long standing leadership in the textile field. Illustrating the rapid growth of the textile industry, Mr. Vereen showed that in 1880 the South had 4,000,000 spindles representing an invested capital of \$160,000,000 in 400 hundred plants, while today the South has 17,637,000 spindles in 1,492 mills, representing an

invested capital of one million dollars. The Carolinas stand first in the number of spindles and in the importance of their textile mills, the speaker said. In addition to leading in plant equipment, the Carolinas, with North Carolina leading, are showing the way in diversification of output. Mr. Vereen expressed himself as being thoroughly in accord with the diversification movement and assured his hearers that the association which he heads is fully cognizant of the importance of a greater and more varied mill production.

Other Speakers.

Mr. Lee then announced that B. E. Geer, president of the Judson Mills, Greenville, S. C., and recognized as one of the most successful fine goods manufacturers in America, who was scheduled to address the meeting, was unable to be present on account of illness. Mr. Lee called on S. C. Lamport, commission merchant of New York, who made a short talk, taking the position that the building of an export business that will care for the surplus of American goods is the logical solution of the problems now confronting the mills of this country. We are in need of a diversity of distribution as well as a diversity of production, he stated.

Should Regulate Production.

J. E. Sirrine, of Greenville, S. C., one of the most prominent textile engineers in the South, in a few remarks offered very sensible and timely advice in regard to some of the factors in the diversification program. He reiterated the advice of Mr. Price that diversification be brought about by creative effort rather than through the mere copying of fabrics that may be temporarily in public demand. He also made the point that regulation of production is an essential factor in the success of the mills and that production cannot be regulated without a surplus capacity. "You have the surplus capacity," he said. "Don't be afraid to use it. The speaker also presented a serious argument showing the need for statistical information as a guide to profitable operation. The mills, he said, have for years suffered from almost a complete lack of market information that is vitally necessary to prevent overproduction in some lines and underproduction in others. The movement already made in this direction, Mr. Sirrine stated, is of extreme importance and should be carried forward until all the mills have access to the market information that should be of paramount importance in their operation.

Mr. Sirrine also alluded to the fact that the South is making no studied attempt to find new uses for cotton goods and is overlooking a tremendous possibility in this direction.

The whole problem is complex and varied and cannot be solved by any single remedy, according to Mr. Sirrine. "Our difficulties are not

(Continued on Page 27)

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Practical Discussions

By
Practical Men

Troublesome Dyed Raw Stock Cotton.

Editor:

I am a much troubled carder because my dyed raw stock cotton does not run good, especially the black. The cards do not start readily in the morning and the stocks seem surcharged with electricity. Can anyone offer me a good remedy to make my work run good on colored raw stock cotton.

Troubled Carder.

Reversing the Movement of the Top Flats.

Editor:

Sometime ago I read that some good carder had experimented with a new system of operating the top flats on his cards in the reverse direction. As nothing has been said about this new system of late, will you please have some of your readers give their ideas on this subject? Is it true that this new system has been advocated by some carders and what are the supposed advantages?

New Carder.

Answer to J. N. C.

Editor:

In answer to "J. N. C.," as to moving spinning: It depends upon floor and also if the frames have independent rails or solid rails.

If solid rails for long distance move cut frames in half, use small stout castors and 2x6 length of half frame on each side. Jack one side at a time, use cross pieces 2x6, bolt together. If no turning, move entire frame at a time.

As to Louisiana cotton lapping on drawing rolls, if length of cotton in mixing is good, trouble will probably be found in roll setting, if stock be white cotton. Low grade cotton as a rule has trash and seed parts which can hardly all be removed and which will cause more laps on drawing than any other process.

J. M. H.

Thread Laps on Steel Rolls.

Editor:

In reference to thread on steel roll, I would like to differ with Ala. It is a bad idea to run steel roll on steel roll if rolls lap on all frames. It is better to clean them and use pulverized pumice on waste and give rolls good rubbing. If single ends lap use rock pumice, if necessary use roll file, but first note as to whether leather rolls are adjusted as to rolls that do not lap.

Georgia Spinner.

Answer to X. X. X.

Editor:

In the Southern Textile Bulletin of September 10th, X. X. X. asks for information in regard to double width weaving or weaving 54-inch goods on a 27-inch loom. This can be done, but the fabric will have a slight ridge in the middle.

If X. X. X. is running the desired construction in a single width fabric, he can use the same reed by drawing double the number of ends. If he is not making this construction, a reed of about 32 dents per inch will be required for the following plan, for a fabric with 68 ends per inch.

There are several plans that can be used, but the following is probably the simplest. Draw four ends to dent if about 32 dent reed is used. The drawing-in draft will be a straight four harness draft, and the chain draft will be the same as the weave, but of course continued to a length that will encircle the dobby chain cylinder.

It is possible to make this weave on cams, but special cams will be necessary, and it will make a difficult weave on account of crowding of harness unless the construction is very light.

It may be found that the plan given in this article causes the warp to be too crowded in the harness, and in this case an eight harness weave will be necessary.

The selvage on the side of the loom that makes the true selvage on the fabric will be drawn in the same as the body of the warp except the ends will be double. On the side of the loom that will make what will be the middle of the fabric when unfolded, it will be necessary to draw a few double ends, because single ends will not stand the strain of weaving, but make as few double ends as possible to get the loom to run.

If X. X. X. wishes further information along this line, write again.

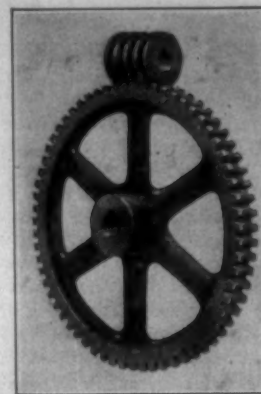
Ex-Fancy Weaver.

Answer to J. N. G.

Editor:

In reference to J. N. G. on how to move spinning frames, the best and quickest way to do the job is: First, get about 8 or 10 revolving truck casters.

Second, have 4 or 5 trucks made according to the length of frame; if short use about 4. Make them as wide as you can get between sampsons. Put two casters to each truck, one on each end high enough to base rail rest flat on truck, go to next one and when all trucks are



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clear floor, about 4 inch. Jack frame up, run truck under, letting under you will find frame very easy to move anywhere you wish. You can also turn frame any way you wish. Be sure to remove all rocker weights. Overhauler.

Answer to Disgruntled.

Editor:

In answer to "Disgruntled," will say that the writer had to use a finisher lapper to tear up all of his reworked waste for nearly ten years before he could get a regular machine for that purpose. And while it does not do as good work, but if you will use a carding beater, and don't feed too heavy, you can do fairly good work.

You show signs of weakness when you mention quitting. Let that be your last thought. Don't nag, but make all of the other work run good, and when you get a good opportunity occasionally mention the need of this machine to improve your work and you will get it. It may not be as soon as you think, but exercise a little patience and try to see both sides of the question. Tested.

Answer to Overseer.

Editor:

As not many questions have been asked regarding the drawing-in department, I am pleased to have

overseer start the ball a-rolling. As an overseer of drawing-in it has been my ambition to reduce costs at every possible point. I have found that by carefully training the operatives, they will soon become expert at drawing-in two, three and four ends at one time. And on some classes of work a drawing-in hand can draw the ends in through drop wire, harnesses and reed all at one time.

In one successful mill the cost of drawing-in has been substantially reduced by having an extra hand at the drawing-in frame, purposely to select the ends and pass them along to the expert drawing-in hand. The extra hands are cheaper operatives requiring not expert training. This also has another advantage in that these end selectors finally become regular drawing-in hands as a result of this preliminary training school.

Slasher Boss.

Answer to Disgruntled.

Editor:

Have you got an old licker-in around? "Yes," I thought you would say. Set this up in a box. Rig on a tight and loose pulley. On one side of this box attach a sucking fan. On the other side set a plate as close to the licker-in as possible. On this plate put on an old length of card fluted feed roll.

Gear this up to the power end, and you will have a modern dish feed arrangement. Now arrange a feed apron. Presto, you will have as good a roving waste breaking machine as you can buy. Now hang on to your job. Do something new and get your pay raised. If they don't raise your pay, or fire you after doing this, you will get a better job. Tin-buck-too.

Social Workers to Meet in Greenville.

The next meeting of the Southern Textile Social Workers' Association will be held in Greenville on October 10 at the Poinsett Hotel.

L. P. Hollis is chairman of the zone that will be represented in the meeting. A very attractive program is now being arranged.



The above picture shows an installation of Page fence recently made at the Hannah-Pickett Mills, Rockingham, N. C. The fence was put up under the supervision of C. W. Allison, of the General Equipment Company, of Charlotte, distributors of Page fences.

RAYON REEDS

On account of the ever-increasing use of Rayon (artificial silk) by Southern cotton mills, we are making a reed particularly adapted to the Rayon yarns.

Special attention is necessary to the finish on the wire used in these reeds, which finish requires approximately three times the length of time usually given to regular reed wire.

There is, however, absolutely no extra charge for this special finish as we invoice Rayon reeds at our regular standard prices.

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Temperature Controllers

Cost of Making Gray Goods

By Max Arlington.

SOME time ago a method was presented whereby the cost of grey cloths could be accurately obtained by a buyer, although the various ideas which were employed were also of value to a manufacturer in that many of such do not observe any great accuracy in the systems which they employ, and the results obtained are sometimes not founded upon the basic facts of cloth construction. For various reasons the method adopted was not the one which would be most desirable from a manufacturer's standpoint, although probably the main reason why such systems would not be identical is the lack of technical knowledge on the part of the buyer. Usually a purchaser can obtain the number of threads and picks per inch in any cloth very easily.

It is also possible for him to obtain the weight per yard and the width of the cloth. Of course, buyers often have more information than the above regarding the cloths which they are handling, but there should be no great difficulty for any one of them to obtain these details at least. As stated when we presented our grey cloth cost method, the fundamental facts were first, that there are 840 yards per pound to No. 1 yarn, 1,680 yards per pound to No. 2 yarn, or 40 times 840 yards, per pound in No. 40 yarn, and second, that in a pound as used for weighing cotton yarn there are 16 ounces or 7,000 grains.

To anyone who is familiar with cloth analysis the problem is not at all difficult, inasmuch as the weights of the various yarns used can be obtained, but for a buyer the simplest method is that wherein the average yarn size is obtained for the cloth as it is sold. So far as this portion of the method is concerned, it is identical with that employed when grey cloths are being treated. An illustration may, however, be of service in making the various details evident. A certain colored fabric contains 86 threads and 81 picks per inch. It is 31 1/4 inches wide and weighs 7.70 yards per pound. The number of threads and picks per inch added together and then multiplied by the cloth width will produce the number of yards of yarn used in making one yard of cloth without considering the amount of take-up. This result multiplied by the number of yards of yarn per pound will furnish the number of yards of yarn per pound, and through the addition of the take-up the total yards per pound can be obtained.

When any number of yards of cotton yarn weigh one pound the size can be secured by dividing the number of yards by the recognized standard for No. 1 yarn. The details for the cloth given are as follows:

86 threads x 81 picks = 167, total threads per inch.

167 x 31 1/4 cloth width = 5,219 yards of yarn per yard of cloth without take-up.

5,219 x 7.70 yards per pound = 40,186 yards of yarns without take-up.

Using 10% take-up in weaving, we get $40,186 \div 90 = 44,652$, total yards of yarn per pound.

$44,652 \div 840$ (standard) = 53, average yarn size.

There should be no great difficulty in obtaining the number of threads and picks per inch. For a fabric which is entirely plain weave a comparatively simple count will answer the purpose. For stripes, checks, or where any other kind of a pattern is employed, it is a very good plan to count the total number of threads or picks in a pattern repeat and the space which they occupy in the cloth, thereby obtaining the average number per inch. The take-up on different fabrics will vary quite widely, due to the cloth construction, yarn sizes and number of picks per inch, but the 10 per cent which we have used may be considered a fair average. Should more accurate results be desired, it is possible to pull out a number of threads and picks, ascertaining the amount which they stretch, and thereby obtaining more accurately the yards of yarn per pound. For yarn dyed fabrics, however, on an ordinary good construction, the large majority of results will be satisfactory when a take-up of 10 per cent is used. Upon this average number is based the cost of the material which enters into the cloth as made.

This yarn cost for convenience has been made to cover all the various items which ordinarily affect the cost of production, but it is admitted that there are many cases which must be treated in an individual manner if anything like accurate results are to be secured. There are a few features which tend to make the cost of colored yarn goods lower than for grey yarn fabrics, while there are many more details which tend to increase their cost, so that in the majority of instances colored goods are relatively more expensive than grey cloths. Up to the time the yarn is placed on beams in the grey state very little difference is noted, but additional processes which are rather expensive increase the cost of dyed yarns so that when they arrive at the loom their cost is appreciably higher than for grey yarns.

Some of the extra processes which increase the cost are ball warping, doubling, bleaching, dyeing, sizing, separating, beaming, slashing and quilling. In many instances the processes are even more numerous, especially where certain results are to be secured. It often happens that a process is used which, while adding to the previous cost, makes it possible for large enough economies to be effected in the succeeding operation to make its adoption worth while. In addition to the labor and other expense items there are certain losses in yarn which sometime radically increase the cost and which are not often noted when grey goods are made. Some of the facts which are well to bear in mind

when colored goods are being considered are that, due to excessive handling, the yarn sizes are usually coarser than are noted in many grades of grey material. It is seldom that colored yarns are used much finer than 60s-1, and when finer yarns are handled they are likely to be ply rather than single. It is probable that the large proportion of colored cloths are made from yarns of 30s-1 or less in size.

It is seldom that a much finer warp than filling is used, inasmuch as the warp is handled extensively, and the coarser the size the less the cost of handling is likely to be. This is not noted in the making of grey goods, for many of the large selling ordinary fabrics contain a warp which is much finer than the filling. In any case, there are not the serious objections to the use of fine warp which are noted when colored goods are being made. Filling for colored fabrics is handled much higher standard of twist is employed, so as to give sufficient strength, though this results in a harsher cloth than the same size of grey yarns is likely to produce.

Colored filling yarn is handled in much the same manner as warp with the exception of the beaming and slashing operations, where a quilling process is substituted. Comparatively few combed colored yarns are used, mainly because most of the yarn sizes are so low as to make this process unnecessary. In some instances combing is used when fine ply yarns are being made or where a special fabric is being produced, and it is sometimes necessary when fast or dark colors are being used. The fibres on a black or dark dyed yarn are likely to be very noticeable when used alongside a bleached stripe, and inasmuch as the combing process eliminates a large proportion of the short cotton fibres and makes a smoother yarn, it is more successful to use combed yarn in these instances even if the cost is higher and combing unnecessary, so far as practical yarn making or handling is considered.

One item of importance, and which has much to do with successful manufacturing is the correct balance between the cotton staple used and the size of yarn produced. With many grey yarns the cost of cotton is a large item, and while it also is of much importance in colored work, the additional processes make it of less importance, that is, it is often possible to use a better cotton and save enough through such use to make it worth while, whereas it would be an undesirable policy and would increase the cost on grey goods. For the above reason, most mills making dyed yarn fabrics are likely to use a better cotton for the same size of yarn than grey cloth mills, this being especially true when numbers higher than 30 or 35 are being made, or where quality is of importance. Many grey cloth mills are so arranged that a great variety of yarns, both as to size and quality, can be produced, and the same is true regarding the kind of cloth produced from these yarns, but mills making dyed yarn fabrics use combinations of color and other similar features to produce their styles, and the

yarn sizes and cloth constructions do not change radically from year to year, neither is there any great variety in the sizes of yarns being produced.

This offers an opportunity to practice economy in yarn making, and were such a condition possible in some of the fancy grey cloth mills, the present cost of production could undoubtedly be further reduced. Many yarns which are dyed have to be given a bleaching process previous to the dyeing operation, while others are only partially bleached, and there are quite a good many on which dark colors are used that are not bleached at all. These varying conditions naturally affect the cost, and unless care is exercised incorrect results are very liable to be obtained.

Naturally, the best way is to treat each cloth separately, but a buyer is not acquainted at all with processes and cannot adopt such a method. Neither is there any great necessity for any such accuracy so far as he is concerned, inasmuch as it is necessary for him to pay the quoted prices, and an estimated cost may be considered only as a protection against excessive profits. Colored goods are not sold by the same method as grey goods, and mills while competing for business are not running on identical constructions, and a certain amount of leeway is therefore offered them.

Possibly, the problem which would be most difficult for a buyer to solve is the conditions which develops when a portion of a colored fabric is made of white or bleached yarns. A cloth which is made of certain yarn sizes will not cost so much when a proportion is white as it will when most of it is colored. This is because the dyeing operation is a separate process from bleaching, and there are various labor and expense items which add to the cost, and, in addition, there are the varying increases necessary through the dyestuffs used. The various colors cost different amounts, depending on the depth of shade, the fastness to light, washing or bleaching, and other general characteristics, but when the other expenses are added, the processes is not so great as might be expected.

Of course, this refers to normal yarns and ordinary colors and does not have any relation to some of the low-grade results often produced, neither does it apply to special yarns which have to be handled extensively with a resulting high cost. Naturally it does not refer to stock-dyed yarns on which the cost of production is much lower, although the results produced are many times as good or better than when yarns are dyed.

One fact which should be mentioned is that the total cost of dyeing and handling yarns does not increase in the same manner as does that for producing grey yarns. It costs just about twice as much for the various labor and expense items on 32s-1 grey yarn as it does for 20s-1 grey yarn, but it is not true that the costs of bleaching and dyeing are twice as much for 32s-1 as they are for the same kind of 20s-1 dyed yarn. It does cost more per

(Continued on Page 26)

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Chicago visualized the new day of the new South when it created the cotton market. Its contract was drawn to meet conditions, present and future. The whole project was turned to the key of success. And that explains the market's steady growth.

Spinners, merchants, shippers and growers who are not already familiar with the advantages of the Chicago contract may receive full information by addressing the Cotton Registrar, Chicago Board of Trade. Literature on the world grain market may also be had on request.

CHICAGO BOARD OF TRADE

Attendance at Textile Diversification Dinner

AMONG those who attended the Second Annual Textile Diversification Dinner, held Tuesday evening at the Charlotte Chamber of Commerce in connection with the Carolinas Exposition, were the following:

J. A. Abernathy, C. B. Adams, H. S. Adams, L. A. Adams, Paul Adams, J. H. Adams, Thos. C. Adams, Frank L. Adolph, A. M. Aiken, S. B. Alexander, Mr. Allen, G. G. Allen, C. W. Allison, W. S. Anderson, L. E. Anderson, C. L. Anderson, C. N. Alexander, John W. Arrington, H. N. Arthur, B. M. Aull.

C. E. Bailes, W. J. Bailey, B. C. Baber, J. J. Barnhardt, E. C. Barnhardt, R. E. Barnhardt, R. E. Barnwell, Mr. Bassett, Geo. A. Beach, W. A. Beadle, Fred Beadle, J. H. Beal, Marshall Beattie, S. D. Bennett, J. W. Bingham, R. S. Bighan, Boyd Biggers, H. W. Banks, Geo. C. Blanton, J. H. Bobbitt, Major E. E. Boreham, John Bothamley, B. W. Bowen, H. H. Boyd, Paschal Boyd, A. L. Boyle, Nils Brandin, H. P. Brandis, J. E. Brockman, F. P. Brooks, L. A. Brown, W. S. Buice, A. F. Burton, W. B. Burton, Max G. Brittan, R. E. Buck, C. W. Byrd, C. M. Byers, E. R. Bucher, W. P. Bumgardner, F. B. Bunch, A. Moody Burt, W. L. Burns, J. Ebert Butterworth, J. A. Beil, F. M. Bailey, Chas. C. Blanton.

C. P. Campbell, C. A. Cannon, M. L. Cannon, J. M. Cannon, H. Cannon, W. D. Carpenter, M. A. Carpenter, T. P. Caraway, McAlister Carson, A. H. Carr, A. H. Carr (guest), C. M. Carr, H. C. Carrison, J. Alex. Caton, Sam Carter, D. C. Carmichael, R. Z. Carter, Jr., C. W. Causey, W. C. Chandler, C. L. Chandler, E. Chappell, J. T. Chase, C. E. Childs, C. L. Cilley, Edwin Clapp, Thorne Clark, David Clark, J. S. Clemmer, F. Gordon Cobb, Ike Clontz, F. H. Clymer, George B. Cocker, S. B. Cochran, E. P. Coffield, L. D. Coltrane, D. B. Coltrane, H. C. Cole, E. P. Coles, Julius Cone, Herman Cone, H. B. Constable, H. P. Conway, J. H. Cookson, W. K. Correll, J. S. Cothran, S. P. Cooper, I. B. Covington, David J. Craig, Thos. L. Craig, J. Robert Craig, R. F. Craig, Stuart W. Cramer, Z. F. Cranford, W. S. Creighton, T. F. Cutter, C. G. Cushman, W. R. Cuthbertson.

John L. Dabbs, J. Daley, C. W. Dall, Bunch, A. Moody Burt, W. L. Bruns, Davenport, John Davidson, J. E. Davis, Roger W. Davis, C. C. Dawson, R. M. Deal, F. W. DeArmon, P. C. Debny, S. P. V. Desmond, Arthur Dixon, Roy Dixon, W. S. Dilling, W. C. Dodson, Prof. Doggett, J. L. Donald, W. L. Dorn, J. K. Dorsett, Mike Donahoue, W. J. Dorworth, John R. Dover, Jr., John R. Dover, C. H. Draper, Jr., H. J. Dunavant, F. H. Dunn, Bill Drauger, E. C. Dwelle, W. P. Dyer, Jr.

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Miller, J. N. Miller, J. A. Miller, Julian Miller, E. P. Miller, Shelton Miller, Brown Mahon, R. H. Maholey, Harold Mahone, H. A. Moffitt, V. M. Montgomery, L. S. Moody, Mayor Harvey W. Moore, F. L. Moser, R. C. Moore, W. W. Moore, T. A. Moore, J. E. Moore, T. P. Moore, J. P. Moore, B. N. Moore, Fred R. Morgan, V. D. Morse, C. S. Morris, L. J. Motors, Walter Murphy, W. B. Murray, W. H. Myley, Jr.

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Basketball Tourney in February.

The Southern Textile Athletic Association has announced that the date of the next basketball tournament will be February 11 to 13, the games to be played in Textile Hall, Greenville. The closing date for entrance in the tournament is January 15, 1926.

Seydel-Woolley Co.

The name of the Seydel-Thomas Company, 35 East Glenn street, Atlanta, Ga., has been changed by adopted charter amendment to Seydel-Woolley Company.

The same officers are in charge and the organization remains unchanged.

The name of Woolley has been inserted in the company name in recognition of valuable services rendered the company by Vasser Woolley, Sr., its secretary and treasurer, and Vasser Woolley, Jr., who has recently been elected vice-president.

The work of increasing the capacity of the plant will soon be completed and with its added facilities the Seydel-Woolley Company will be able to continue to render the most efficient and prompt service to meet the fast growing demand for Seyco products.



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THE elimination of vibration in our machinery is an important factor which experienced manufacturers have long recognized.

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DAVID CLARK
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Managing Editor
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The Textile Diversification Dinner

THE Second Annual Textile Diversification Dinner, which was held in Charlotte on Tuesday night of this week, was a success from every standpoint except that of space.

More than 700 were seated in the main dining room of the Chamber of Commerce, but at least 150 more had to be placed in smaller rooms and to move their chairs into the main dining room when the speaking began.

This inconvenience was much regretted but it was the only way in which the overflow crowd could be accommodated.

The feature of the dinner was the diversity of opinion among the speakers, many of whom took issue with the others.

Everybody admitted that there was something the matter with the textile industry but there were many opinions relative to the best way out.

We believe that such difference of opinions are really a good sign, because they showed that mill men are thinking and studying and everyone who left the Textile Diversification Dinner had at least begun to think not only about textile diversification but upon other phases of the textile situation.

W. S. Lee was a happy selection as toastmaster and his address shared the honors with that of Theodore Price as the features of the dinner.

Gov. A. W. McLean, of North Carolina, was given a place early upon the program because he had to drive back to Raleigh that night. The

Governor is a man of much ability and is deeply interested in the textile development of the South, but it was plainly evident that he spoke without having given much study to his subject.

W. S. Lee made a short but very strong and sensible address which made a distinct impression upon the audience.

He was followed by several musical numbers by artists from the Carolinas Exposition.

Theodore Price had the feature address of the evening. Mr. Price is intensely interested in the success of the South, and while all of his suggestions may not be practiced, he did his best to be helpful to the textile industry.

B. E. Geer sent his regrets, which has become somewhat a habit with Mr. Geer.

In his place, Sam Lamport was introduced and spoke for about twenty minutes, much stress being placed upon the desirability of selling goods for export at less than home prices, even though such goods show a loss. Lamport & Co. do a large export business and one can but wonder if his advice to sell goods at low prices for export is entirely disinterested.

Short addresses were also made by W. J. Vereen, president of the American Cotton Manufacturers' Association; Geo. S. Harris, president of the Georgia Cotton Manufacturers' Association of Georgia, and J. E. Sirrine, prominent mill engineer of Greenville, S. C., and all were heard with close attention.

The Second Textile Diversification Dinner was a great success and much credit is due S. B. Alexander and his associates for the splendid manner in which it was handled.

English Export Methods

ONE reason why England has always held a commanding position in the textile markets of the world is that the manufacturers of that country have been unceasing in their efforts to build up the argument that goods made in England are superior to those produced in other countries.

Another reason, at least as far as American business is concerned, is that the English mills have for years and years received invaluable assistance from the merchants in this country in fostering the idea that the best textile fabrics are made in England. Retailers in this country have long since learned that the magic in the word "imported" would work wonders with American buyers. This has been especially true in the clothing business, where American merchants have succeeded in making their customers believe that to buy the best means to buy from England.

We have before us a very interesting example of the close co-operation existing between British manufacturers and American retailers for the purpose of increasing sales of English goods over here. We received this week a letter from a British clothing manufacturer, located in Leeds. Before opening the letter we noticed on the envelope, the words "English Goods Are Better." The first paragraph said:

"This is to advise you that we have just shipped to (naming a well known clothing store), Charlotte, a selection of our latest designs and fabrics in English clothes. This assortment features top coats, overcoats and town ulsters tailored in models as worn by London's best dressed men.

"You will doubtless realize the advantages of taking an early opportunity to call and see these exclusive garments. Your personal requirements will be made a special study by (name of retailer) and ourselves."

Here's an English firm that is using the local touch to sell his goods in America, that is working up a direct-by-mail selling campaign that will doubtless bring excellent results, and receiving the full support of retailers in Charlotte and all over the country.

And yet people ask how England maintains her place as an exporter of textiles.

Criticising the Cotton Reports

THE publication of the Government cotton report raised anew the storm of protest that has come from many quarters whenever the reports are issued. C. W. Revere, of Munds and Winslow, recognized as one of the leading cotton authorities in the trade had the following comment to make immediately after the last report was published:

"Exhaustion of the vocabulary of expletives was the first audible reaction of the cotton trade to Wednesday's bureau report. However, there is this consolation: If the

department statisticians keep on with the good work, raising their forecasts or lowering them without apparent reason, we may ultimately have some idea of what Washington thinks about the crop. The acquisition of this precious knowledge however, may be attended by one drawback, for it recalls quite vividly that famous surgical case where the operation was successful but the patient failed to survive.

"Only those who have been in close contact with the business in actual cotton and textiles can estimate the disturbing effect of this latest bureau pronouncement. One of the world's great ranking industries had been giving unmistakable signs of improvement after four years of wallowing in the slough of depression. Buyers were taking goods in a volume that lent distinct encouragement to manufacturers. Mills had been sufficiently cheered by brisk demand to begin price fixation in proportion to their sales and their conception of the trade outlook.

"The bureau forecasts after oscillating feverishly between 14,339,000 to 13,583,000, 13,566,000, 13,991,000, had settled back to 13,741,000, thus giving an impression of a declining trend in production prospects.

"More than two weeks of torrid weather had aggravated the most intense and protracted drouth in the history of the South Atlantic States. Unmistakeable deterioration had taken place in Oklahoma and Arkansas. Consequently, the trade had every warrant for expecting a reduction in the indicated yield. Even the big crop prophets among the "private statisticians" slashed their estimates, and the average reduction of trade authorities was above 400,000 bales.

"In its supplemental report, the bureau said: 'The drouth was practically unbroken from Virginia to Georgia, inclusive, up to Sept 16'. . . . Rain fell during the second week in September throughout a large part of the remainder of the Belt, and in some localities it was excessive and damaging.' But (the "but" is ours) . . . "Many reporters state that the yield is better than was expected."

"In this comment, the cotton trade learns that the publication by which it was favored on Wednesday was not an estimate, but a confession of previous error.

"The question before the trade, therefore, is not whether the crop is 13,931,000 bales, but rather if the harrowing performance of last season is to be repeated and the interesting discovery is to be made that a bumper instead of a moderate yield is to be the final outcome.

"There can be no quarrel with the bureau over placing the prospective production at 13,931,000 bales. The performance that is provocative of apoplectic denunciation is represented by the fact that it increased its yield figures over a period when every man who knows the difference between a cotton plant and a milk-weed was absolutely assured that the crop had lost substantial ground."

Personal News

J. H. Haney has resigned as outside overseer at the Rex Spinning Company, Ranlo, N. C.

John Hagler has become outside overseer at the Rex Spinning Company, Ranlo, N. C.

D. J. Autry has resigned as overseer of carding at the Rex Spinning Company, Ranlo, N. C.

N. C. Green has accepted the position of overseer of carding at the Rex Spinning Company, Ranlo, N. C.

J. J. Grayson has resigned as overseer of carding at the Rankin Mills, Gastonia, N. C.

Marion T. Grimes has resigned as superintendent of the Gluck Mills, Anderson, S. C.

J. C. Cosby has resigned as superintendent of the Texas Cotton Mills, McKinney, Texas.

W. N. Pate has become overseer of night carding at the Pomona Mills, Pomona, N. C.

T. C. Beagle has accepted the position of overseer dyeing at the Pryor Hosiery Mills, Jasper, Tenn.

J. R. Sweetenberg, of Abbeville, S. C., has become assistant superintendent of the Gluck Mills, Anderson, S. C.

J. E. Campbell has returned to his former position as overseer of carding at the Rankin Mills, Gastonia, N. C.

J. A. Adams has accepted the position of overseer of carding at the Opelika Manufacturing Company, Opelika, Ala.

Smith Crow has been promoted from overseer carding to superintendent of the Drayton Mills, Drayton, S. C.

— Gooding has accepted the position of night overseer of spinning at the Rex Spinning Company, Ranlo, N. C.

W. G. Frazier has been promoted from overseer of No. 4 weaving at night at the Loray plant of the Manville-Jenckes Company, Gastonia, to night superintendent.

H. V. Carver has been promoted from second hand to night overseer of No. 4 weaving at the Loray plant of the Manville-Jenckes Company, Gastonia, N. C.

J. F. Thomas has resigned as night overseer of spinning at the Rex Spinning Company, Ranlo, N. C.

— Hatley has become night spinner at the Rex Spinning Company, Ranlo, N. C.

Arthur M. Dixon, who recently accepted the position of assistant to the president of the American Yarn and Processing Company, will also continue to fill his position with the Trenton and Dixon Mills at Gastonia.

H. P. Hunter, superintendent of the Equinox Mills, Anderson, S. C., has also been given charge of the Gluck Mills, of the same place.

E. A. Franks has resigned as superintendent of the Drayton Mills, Spartanburg, S. C., and accepted a similar position at the Dunean Mills, Greenville, S. C.

H. C. Long, Jr., who recently resigned as treasurer of the Rhyne-Anderson Mills, Troy, N. C., has accepted a similar position at the Aileen Mills, Biscoe, N. C.

W. D. Sparks has resigned as overseer carding at the Gluck Mill, Anderson, S. C., to become superintendent of the Bowen-Crews Company, Athens, Ga.

R. L. Hulsey has resigned as overseer of carding at the Pomona Mill, Greensboro, N. C., and accepted a similar position at the Kestler Manufacturing Company, Salisbury, N. C.

Sterling Graydon has resigned as treasurer of the Aileen Mills, Biscoe, N. C., but retains the position of secretary of that company and will continue as active in its management.

W. W. Burton has accepted the position of superintendent of the Southern Mercerizing Company, Tryon, N. C. He was formerly superintendent of the John West Thread Company, Providence, R. I.

J. A. Adams, of Rock Hill, S. C., formerly superintendent of the Park Yarn Mills, Kings Mountain, N. C., has accepted a similar position at the Texas Cotton Mills, McKinney, Texas.

H. L. Cooksey has resigned as overseer of cloth room at the Chadwick-Hoskins Mills No. 4, Charlotte, to become assistant overseer of the cloth room at the Lancaster Cotton Mills, Lancaster, S. C.

Carhartt Mill Sold.

The Carhartt Mill, at Carhartt, S. C., has been purchased by a syndicate headed by Yorke and William Wilson and Alex Long, of Rock Hill, and Ridley Watts, of New York.

The company will reorganize the mill under a new name and expect to have it in operation within ninety days. It was purchased from C. W. Cobb, who represented the creditors of the Carhartt Mill.

Woodside Cotton Mill Co.

Simpsonville, S. C.

2500 spinning spindles; 600 Looms
P. W. Pollard.....Superintendent
H. W. Abbott.....Carder
C. D. Huff.....Spinner
L. A. McKay.....Weaver
C. S. Duckins.....Cloth Room
Sam Mimms.....Yard Man
W. H. McKay.....Master Mechanic
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Many mill men would find it profitable to have an expert go into their warp dressing problem with them to make sure that they are getting the best possible production—both in quantity and quality.

It would pay them to call in a Sonneborn representative and let him study their wants from the expert's point of view. This man is a specialist in the highest sense of the word. He is a member of an organization of technical men who have gone into the subject from a scientific standpoint.

Years of study and research in the Sonneborn textile laboratories have resulted in the placing of **TALLOW SOLUBLE** and **GLUANTINE** on the market. The care taken in their manufacture has been well repaid by the success these products have made in daily performance in many prominent Southern and New England cotton mills.

We would be pleased to send one of our experts to your mill to talk over your specific needs. No obligation. Write

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MILL NEWS ITEMS OF INTEREST

Piedmont, S. C.—The Piedmont Manufacturing Company is repainting all of the cottages in the mill village.

Balfour, N. C.—The Balfour Mills have placed another contract with The Bahnson Company, Winston-Salem, N. C., for additional humidifiers to be installed in their mill.

Boaz, Alabama.—The Boaz Cotton Mills have placed contract with The Bahnson Company, Winston-Salem, N. C., for the humidification of their new mill.

Rossville, Ga.—Construction work on the addition to the Peerless Woolen Mills has been started. The building will be one story, 140x460 feet and will have 100 broad looms.

Granite Falls, N. C.—The new mill to be erected here by the A. A. Shuford Mill Company, of Hickory, N. C., will be known as the Granada Mills, and will manufacture waste yarns and mops.

Clinton, S. C.—The engineering work in connection with the electrification of the Clinton Mills No. 2 will be handled by Lockwood, Greene & Co., and not J. E. Serrine & Co., as reported through error last week.

Sands Springs, Okla.—Plans for the bleachery to be erected at the Sands Springs Cotton Mills are being prepared by Robert & Co., engineers, Atlanta. The bleachery is to be equipped for a weekly capacity of 150,000 yarns per week and will handle principally the output from the Sands Springs Mill. The mill was recently purchased by C. R. Miller and associates, of Dallas Texas, operators of the C. R. Miller Manufacturing Company.

Spartanburg, S. C.—Lockwood, Greene & Co. are the engineers for the electrification of the Glendale Mills. The company plans to install the electric drive, a large number of individual motors, to install a steam turbine and make other improvements in their power system.

Monroe, N. C.—A storage warehouse at the Icemorlee Mills No. 3 was destroyed by fire Monday night, the loss being estimated at \$10,000, partially insured. The mill makes knit underwear and a large number of shipping crates and supplies were burned.

Birmingham, Ala.—The Strowd-Holcombe Cotton Mills Company, reported last week as being organized by Miss T. C. Thompson, president of the Buck Creek Cotton Mills, Siluria, Ala., W. F. Strowd, treasurer of the same mills, has purchased the plant of the Preston Motor Company, here and will convert it into a 10,000 cotton mill.

Daytona, Fla.—Florida Textile Products Company, R. M. Beardslee, president, Grand Rapids, Mich., and Moultrie, Ga., capitalized at \$1,000,000, reported to establish plant for manufacture tropical cloth for clothing; have 3,300 acres of land on Daytona-DeLand Road west of Daytona Park; will develop 840 acres for textile city and 40 acres for grounds for buildings; structures will be of Spanish architecture; will employ 2,000 persons; all products to be manufactured in 11 separate buildings; H. C. Beckner, Fort

Lauderdale, is vice-president of company; John B. DeVoney, president of Daytona-DeLand Corporation, and George Linder and associates closed deal with company to locate here.

Columbus, N. C.—The Columbus Cotton Mills have been organized here to build a new yarn mill. Among those interested in the company are W. T. Hammett, Tryon; F. L. N. Bacon, president of the Southern Mercerizing Company, Tryon; Fred W. Blanton, president

of the Polk County Trust Company, Columbus; William P. Cargill, of Cherryville, formerly of the Loray Mill, Gastonia.

It is understood that the new plant will manufacture yarns to supply the Southern Mercerizing Company, Tryon. Plans for the building, which will be of brick, concrete and steel, to cost \$75,000, are being prepared by G. J. Nord, textile engineer, of Gastonia, N. C.

Macon, Ga.—Some confusion has arisen in reports regarding a fire which damaged the Adams Manufacturing Company some weeks ago. The company makes overalls and similar goods. The Adams Duck Mills have had no fire.

Belmont, N. C.—The Belmont Processing Company have awarded contract to the Bahnson Company, Winston-Salem, N. C., for the installation of Bahnson Humidifiers in their new mill.

Marshville, N. C.—The plant of the Marshville Manufacturing Company will be sold at public auction on October 17 by the receivers, C. M. Robinson and W. O. Harrell, by order of the Superior Court of North Carolina. The property consists of a one-story building equipped to make tire fabrics, and 101 acres of additional land, and several tenement houses.

Ft. Worth, Texas.—Rudy Copeland, organizer and manager of the Worth Mills, has returned from a tour of south Texas points, bidding for the construction of textile mills. He says several cities in the southern part of the State are anxious to finance textile mills and are offering inducements to New England operators to establish mills in that part of Texas.

High Point, N. C.—J. H. Adams, president of the Highland Cotton Mills here, states they are changing one of their mills, 15,000 spindles, to make 40s to 60s ply yarns for mercerizing. "We are building an addition to this particular mill 200x67, two stories high, to take care of the new additional equipment necessary to make this change," he said.

Kings Creek, S. C.—A. W. Love, president of the Love Cotton Mills, which were organized here some time ago, states that the name of the company has not been changed to the Cherokee Cotton Mills, as reported last week. Mr. Love states that the company, after completing organization, does not plan to begin construction of the mill until early next spring.

Durham, N. C.—Rumors that the Morven Cotton Mills, of this city, were to discontinue operations so far remain neither verified nor de-

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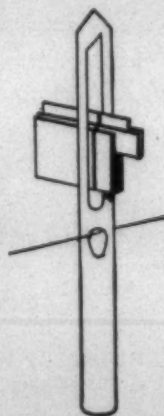
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nied. An official of the company was said to have been here the early part of the week, but left without making any announcement regarding the future of the plant.

It was announced, however, that Dan Poole, who has been manager of the mill for some time, has resigned and gone to Philadelphia, where he will take a position with the Steel Manufacturing Company. M. F. Shipp, who has been office manager of the local plant, will assume the position of general manager.

Program of Southern Textile Association

The program for the meeting of the Southern Textile Association in Columbus, Ga., is as follows:

Meeting opened Friday morning, October 16th, at 9 o'clock by O. D. Grimes, President, at Auditorium Service Station of the Columbus Electric and Power Company.

Invocation by Marshall Dilling, Past President.

Address of Welcome by Hon. J. Homer Dimon, Mayor.

Reply to Address of Welcome by A. B. Carter.

Regular Business Session.

Discussion of Manufacturing Problems, led by Sectional Chairmen.

Report of General Chairman of Sectional Meetings.

Invitation to delegates to attend a "Rolling Kitchen Lunch," by Brigadier General Briant H. Wells, Commandant at Fort Benning.

After the complimentary lunch a demonstration of infantry and auxiliary arms and maneuvers by the garrison at Fort Benning, which is the largest infantry training school in the world.

Adjournment.

Immediately after adjournment the members will be driven to Fort Benning for the luncheon and demonstration.

Golf privileges will be extended by the Columbus Country Club to all those preferring to play golf Saturday afternoon.

Friday Evening, 7 O'clock.

Banquet and entertainment to be held at the Auditorium Service Sta-

tion of the Columbus Electric and Power Company.

This is the usual banquet held at each meeting. Those attending will be expected to purchase from the secretary tickets at \$1.00 each.

Saturday Morning, October 17, 9 O'clock.

Meeting opened by O. D. Grimes, President.

Address by W. M. McLaurine, Secretary, Cotton Manufacturers' Association of Georgia.

Regular Business Session.

Discussion of Manufacturing Problems, led by Sectional Chairmen.

Report of any new inventions or devices of machines, by members of the Association.

Adjournment.

Saturday Afternoon, October 17.

Football game, Oglethorpe vs. Fort Benning.

The new stadium at Fort Benning is to be used for the first time on October 17.

All those who stay over on Saturday afternoon will have the opportunity of attending this game.

F. Gordon Cobb, Secretary, has the following to say in connection with the meeting:

DRUIDOAK LOOM LEATHERS

Highest Grade Oak Tanned
For Cotton, Wool and Silk Looms

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They are lighter and stronger, made of perfect 3-ply Veneer Packing Case Shooks. A saving of 20 to 30 pounds in freight on every shipment because of extreme lightness. Stronger than inch boards, burglarproof, waterproof and clean. Write for prices and samples. Convincing prices—Quick service. Wilts Veneer Co., Richmond, Va.

"I wish to urge all members to secure hotel reservations at once, as a motorcade is expected to leave Chicago and reach Columbus on October 16, the members of which will spend one-half day there or possibly the night; and with the members of the Southern Textile Association in the city, hotel accommodations will be in demand.

"For your information, I give you the following rates submitted by the various hotels:

"Hotel Ralston, which will be the headquarters for the Association, quotes rates for: Single room, \$1.50 and up; single room with bath, \$2.50 and up; double room, \$3.00 and up; double room with bath, \$5.00 and up.

"The Waverly Hotel quotes: Single room, \$1.50; single room with bath, \$2.50; double room, \$3.00; double room with bath, \$4.00.

"Springer Hotel quotes: Single room, \$1.50; single room with bath, \$2.00 to \$2.50; double room, \$2.50; double room with bath, \$3.00 to \$4.00.

"Racine Hotel, the Rankin House and the Terminal Hotel are all good hotels and have quoted very reasonable rates. Better make your reservations now.

"The Secretary will be at Hotel Ralston Thursday afternoon and Thursday night; then at the auditorium Friday morning to issue membership cards to those who have not secured same for 1925. We will also issue free badges to all members. Please let me urge every member who has paid 1925 dues to bring your card and present same for free badge.

"Judging from the correspondence I have had with Paul McKenney, Chairman of the local Entertainment Committee; I am quite sure that Columbus is going to give the Southern Textile Association a warm welcome and we are looking forward to a very large attendance."

WELL DRILLING AND DEEP WELL PUMPS

We do the engineering, and have had 32 years experience solving water problems satisfactorily for textile mills.

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ARTESIAN WELLS

27 Years' Experience

Nine Complete Rigs Operating in Every Southern State

Virginia Machinery & Well Co.
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Cost of Making Gray Goods

(Continued from Page 19)

pound to dye, bleach and handle a fine than it does a coarse yarn, but the advance in price does not bear the same relative proportion to the advance on grey yarns.

The costs of the various processes when converting grey yarns into bleached or dyed yarn will vary widely, due to manufacturing conditions, that is, when a small amount of any color is handled the items which go to make up the cost will be high, but where large quantities of a comparatively few colors are being made quite large reductions will be noted. For this reason, there will be a greater variation from any normal standard when dyed fabrics are being considered than when other varieties of cloth are being made, and it is less possible to obtain a correct cost unless each fabric is considered on an entirely different basis, and, therefore, impossible of accomplishment for a buyer. The items which are more or less staple do, however, make it possible to obtain a general idea regarding the costs of making. Realizing that there are very many cases where the methods we have used cannot apply, we are presenting a table for yarns containing the total cost of the various processes.

This is for carded yarns, inasmuch as they are more frequently used than combed:

Yarn Size	Total Yarn Cost Dyed	Yarn Size	Total Yarn Cost Dyed
10	22.43	34	32.52
12	22.92	36	35.07
14	23.43	38	35.83
16	23.96	40	36.55
18	24.49	42	37.32
20	25.02	44	38.15
22	25.69	46	41.18
24	26.30	48	42.02
26	29.27	50	42.85
28	29.96	55	44.90
30	30.67	60	49.08
32	31.40		

Previously we explained how the average size of yarns in any colored fabric could be obtained. At the same time, it is easy enough to obtain the yards per pound by an ordinary weighing process. If there are 7.00 yards per pound, and the average yarn size is 44s-1, the result will be obtained as follows when the yarns used are all of a dyed character. For 44s-1 average the total cost from the table is 38.15 cents per pound and with seven yards per pound the cost per yard for material would be 5.45 cents. Not all colored yarn fabrics are, however, of solid dyed yarn, in fact the majority contain a greater or

less proportion of bleached material, and this complicates the process to a certain extent. For ordinary purposes an approximate result can be secured as follows:

In a dyed yarn fabric, when the number of threads and picks per inch are being secured it can be ascertained how many of these threads are dyed and how many of them are bleached. For illustration, in a cloth containing 80 threads per inch, 36 of them are dyed, while of the filling 24 out of the 56 used are dyed. This gives 60 dyed threads out of a total of 136. Bleached yarn costs approximately 4 cents per pound less than dyed yarn, so with 44s-1 there would be 60-136 of the total weight at 38.15 cents per pound and 76-136 at 34.15 cents per pound, or 16.88 cents for dyed yarn and 19.08 cents for bleached yarn per pound, and with 7.65 yards per pound the results per yard would be 2.21 cents for dyed and 2.49 cents per yard for bleached yarn. A similar process can be observed where fancy patterns stripes or checks are employed, and while the variation in yarn size between warp and filling and the fact that different depths of color and other features affect the results, the inaccuracy will be comparatively small, due to the other items of cost.

In regard to the weaving costs and the various other expenses which occur after the yarn has been prepared in a manner suitable for use in the weave room it can be said that there are many items which are likely to affect the results. For ordinary fabrics the actual loom production in yards per day or yards per week is probably the most reliable ratio to consider when obtaining the cost of production which follows the cost of yarn making. There are many fabrics which through special weaves or complicated conditions of manufacture cannot be considered on the basis which we are using. Many colored fabrics are today being produced on automatic looms with many more looms per weaver and with a reduction in the cost of production, but the use of automatic looms is by no means as common as it is on certain kinds of grey goods, and for this reason, cannot be considered when the majority of fabrics are being analyzed.

Automatic looms do make economies possible, but up to the present time these savings have been secured largely by the manufacturer and there has been no great tendency to force prices onto an automatic loom basis, a condition which is slowly but surely developing in the grey goods market, and which is making it less possible to secure

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any large dividends when ordinary looms are being used. Loom production will vary according to the speed and percentage of production, and will affect the cloth cost accordingly. A box loom which is producing any kind of check patterns will operate slower than one making stripes or ordinary patterns, but for ordinary fabrics of medium width a reasonable degree of accuracy can be secured. In addition to the labor cost of weaving and handling, there are various other expenses to be considered such as insurance, repairs, depreciation, power, light, shipping charges and various other details, also the cost of selling the merchandise.

We have included all these various items under one classification, and while there are certain instances where such a classification is objectionable, there are reasons why the simplest method is desirable there should be no great difficulty in ascertaining the correct amount for any fabric which is being considered. The various amounts for each fabric are designated by the picks per inch which the cloth contains, and it is a total cost.

Possibly, a number of illustrations will make the whole method of application very clear to those who are unfamiliar with the subject. A gingham fabric contains 82 threads in the warp and 64 picks in the filling. It contains 6.25 yards per pound, is 32 inches wide and is made from carded stock. (It must be remembered that the various details we have given are all carded yarn.)

$82 \text{ threads} \div 84 \text{ picks} = 166$, total threads per inch.

$166 \times 32'' \text{ wide} = 5312$ yards of yarn per yard of cloth without take-up.

$5312 \div 90 = 5902$, total yards of yarn per yard of cloth.

$5902 \times 6.25 \text{ yds. per lb.} = 36888$ yards of yarn per pound.

$36888 \div 840 \text{ (standard)} = 44/1$, average yarn size.

The cloth is one-half dyed and one-half bleached yarn.

$44/1 \text{ dyed} = 38.15$ cents per pound (from table).

$44/1 \text{ bleached} = 34.15$ cents per pound (4% less per pound than dyed).

$19.08 \text{ (}\frac{1}{2} \text{ of } 38.15 \text{ cents)} \div 6.25 = 3.06$ cents, dyed yarn.

$17.08 \text{ (}\frac{1}{2} \text{ of } 34.15 \text{ cents)} \div 6.25 = 2.74$ cents, bleached weaving and all expense (84 picks in table) = 3.92 cents.

Total cost, 9.72 cents per yard.

One of the conditions which must be very clearly understood regarding this method of obtaining the cost of cloth is that it does not apply at all to fabrics which are made from stock-dyed yarns, neither does it apply where yarns are dyed in any other manner than the ordinary processes of yarn dyeing. Neither does the method give accurate results when automatic or semi-automatic looms are being used. Such conditions of cloth making have to be treated on an entirely different basis, inasmuch as they are responsible for a different cost of production. Many styles of gingham and similar fabrics are now being produced from stock-dyed yarns and on automatic looms, and to these cloths this method does

not apply. In most cases, it will be found that results are more satisfactory and more accurate for ordinary lines of colored dress goods woven on ordinary looms than types of fabrics upon which new methods have been adopted.

Textile Diversification Dinner At Charlotte

(Continued from Page 15)

technical," he declared. "The mills of the South are as a rule far better in point of equipment and efficient operation than those of New England."

"We are here in the interest of diversification," Mr. Sirrine concluded. "We don't seem to know what to do in order to diversify. Our problem is to find out what we must do."

The final address of the evening was by George S. Harris, president of the Exposition Mills, Atlanta, and president of the Cotton Manufacturers' Association of Georgia. He spoke for a few minutes on some of the most pressing needs of the industry. One remedy he suggested as far as plain goods manufacture is concerned is that the mills should not accept orders for any goods that do not show a profit based on current cotton costs and in addition should regulate production in accordance with market demands.

"We need more of co-operation and less of cut throat competition," Mr. Harris declared. "It's time for us to get together and stop selling goods at prices based on what some one thinks cotton will bring next week, or on prices at which cotton has already been purchased."

As far as diversity is concerned, one phase Mr. Harris emphasized is that the plain goods mills must increase the variety of goods they make. He made the point that his own mill has just closed a good year and that during that time they turned out more than one hundred different constructions of cloth.

Mr. Harris also pointed out that Southern mills have been too lax in their cost accounting methods. This question is of prime importance, he asserted. The time has past when the manufacturers can operate profitably without more attention to cost accounting.

In conclusion, Mr. Harris suggested that there is no reason why Southern mills should forever sell in the markets of the selling agents. There is no reason, he stated, that Charlotte should not be developed into a market for cotton goods that would rank in importance with the market centers in the North and the East. Why not make the cotton goods markets come South, he asked, a step that would be an important factor in making diversification possible.

The Second Textile Diversification Dinner was an impressive success from every standpoint. The committee in charge, headed by S. B. Alexander and composed of Norman Pease, E. P. Coles, Norman A. Cocke, P. L. McMahon, Wills Hunter, William H. Porcher and Fred H. White, deserves great credit for the successful handling of the event.

3

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*A Brush for Every Textile Need***Mill Girl Wins Dress Making Contest**

A young mill employee of Greenville, S. C., won the girl's Sweepstakes Prize in the Home Sewing and Dress Design Contest held in connection with the Carolinas Exposition in Charlotte.

Competing with hundreds of women and girls from the two Carolinas, Miss Ollie Thomas, sixteen year old employee of the Victor-Monaghan Mills, won \$350 in gold for the most attractive and stylish dress entered in the Girl's Class. She designed and made the dress and wore it in the Style Revue where it received the unanimous vote of the judges for first prize.



Miss Ollie Thomas.

The dress was made from goods woven at the Judson Mills, Greenville.

Miss Thomas's success is especially interesting and noteworthy in that she was forced to quit high school this year in order to help support her family after her father became incapacitated for work. The prize money she received, combined with the interest shown by her friends in seeing that her education is completed, will allow her to finish high school next year.

Cotton Cloth Exports From Japan.

Cotton cloth exports from Japan during the first seven months of 1925 amounted to 526,450,000 yards valued at 161,243,000 yen (the cur-

rent value of the yen during this period was approximately \$0.406), according to the ten-day report of the Japan Cotton Merchants' Union and the Cotton Yarn and Cloth Exporters' Union. This total comprises the following principal classes: Grey shirtings, 152,841,000 yards; grey sheetings, 101,454,000; jeans, 79,240,000; drills, 73,416,000; nan-keens, 44,677,000; T cloth, 37,985,000; white shirtings, 36,896,000. Exports to the principal destinations were as follows: Manchuria, 99,720,000 yards; India, 93,286,000; Dutch Indies, 59,099,000; Shanghai, 50,849,000; Tientsin, 39,592,000; Egypt, 26,301,000; Dairen, 22,177,000.

Description of Khaki Dyeing

THE processes of khaki finishing at the Gregg Dyeing Company, Graniteville, S. C., are described in the September issue of Khaki, now being sent to the trade by Harding, Tilton & Co., McCampbell Department. Many illustrations of the various parts of the plant are contained in the booklet.

"Most dyeing and finishing plants are located in the East, whereas the great majority of gray goods suitable for khaki are today made in the South. Until the Gregg plant was built and in operation, we, too, finished our khaki product in the East. In six years, enough money was spent on freight and interest alone to build Gregg," the booklet comments.

"The distance from the weaving plants to Gregg is a matter of feet and not miles. Instead of hauling the goods over the country, all that we have to do now is to put them on hand trucks and deliver them on a little inclined railway about 200 feet from where they are made in the gray. Aside from the actual saving of freight, there are no embarrassing freight tie-ups, no loss of time in shipping from the gray mill to dye works. We also eliminate extra expense for handling and packing. Moreover, our experience has shown that the gray goods which have not been baled under the necessary pressure and handled several times before reaching the dye works, show up better in the finished goods. They are not flattened."

In the course of following the fabric through the dyeing plant, there is reference to a "diastaphor machine."

"Here is what it is," explains the booklet. "When the goods are woven, the gray goods mills must use some starch in the warp threads in order properly to weave the cloth. It is this starch which must now be taken out of the cloth in order to make good khaki. For this same reason, gray goods especially made for khaki contain a minimum of warp sizing. It is a property of starch of all kinds to be insoluble in cold water, but to dissolve readily in boiling water. We can't use boiling water because when the cloth cools, the starch would thicken into a jelly or paste. Even a lengthened boiling in water produces little further change on the starch. Neither is it possible to use a full bleaching

process for sulphur dyed khaki. That would take out a lot of specks and clean the goods up nicely, but later it would be impossible to dye them satisfactorily. Up to this time, no practical and economical method of open bleaching has been perfected and that is the reason. If a small quantity of sulphuric acid (oil of vitriol) be added to the water in which the cloth is boiled, the solution would ultimately convert the starch into sugar which would wash out readily but again this cannot be used because the goods cannot be dyed properly afterward.

"Therefore we use diastaphor or diastase. The exact composition of diastase has not been determined, but it is found very generally in the leaves, twigs, bark, etc., of trees as well as in saliva. Its presence is especially noticeable in malt and ordinary yeast. As we get diastaphor at the dye works, a cup of it contains millions of little inactive particles or organisms which, when subjected to a temperature of 160 to 170 degrees Fahrenheit, become active. One theory is that these little particles act and digest the starch, thus converting it into sugar which can be readily washed out of the cloth. These busy little beasties are absolutely essential to the making of good khaki, although it is known that certain dyes entirely eliminate this process because of the cost. This frequently accounts for khaki goods which look streaked in the warp."

"By means of synchronizing one machine with another," is another observation, "the Gregg plant has found it possible to run as a unit a series of machines which accomplish in one process as many as 12 to 15 distinct operations that had to be done separately before the perfection of this modern method of continuous finishing."

"We use nothing but du Pont sulphur colors made in America. These dyestuffs are made in powdered form in an especially concentrated strength for us. All of these dyestuffs, of course, must be uniform, otherwise the finished product would be affected. We are constantly testing in our own laboratory every bit of raw material which we use to keep this necessary uniformity. After a shade formula has been worked out, the mixing of dyestuff is not difficult but it does require care. Any carelessness here would show up prominently in the finished goods. There is no automatic method by which this weighing up of dyestuffs and chemicals can be accomplished. We double-check every bit of this work just the same as in the better class of drug stores your doctor's prescriptions for powerful drugs are checked. An overdose of poison is dangerous but incorrect filling of formulae in the khaki dyeing plant spells ruination to the cloth."

Boom in Italian Cotton Industry Continues.

The activity in the Italian cotton industry appears in marked contrast with the comparative dullness existing in other countries, according to the July bulletin of the Manufacture Cotoniere Meridionale, C.

Matthews, office of the American Commercial Attache, Rome, reports. Cotton goods and yarns weighing 34,033 metric tons (metric ton equals 2,204.8 pounds) with a value of 916,865 lire (lire equals \$0.04 at current exchange) were exported during the first five months of 1925, as against 29,197 metric tons worth 763,285,054 lire during the like period of 1924. It is estimated that if the industry maintains its present activity, total exports this year may reach a value of 3,000,000,000 lire.

Imports of cotton textiles (chiefly piece goods) into Java during the first seven months of 1925 amounted to 93,000,000 guilders (guilder equals approximately \$0.40 during this period), according to cable by Trade Commissioner J. F. Van Wickel, Batavia. This figure represents a 29 per cent increase over the imports of these commodities in the corresponding period of 1924. Approximately one-half of this increase occurred in the imports of Japanese goods. Up to June, sales were proportionate to arrivals, but stocks, especially of Japanese grey supers and colored goods, are now accumulating. Demand continues limited, particularly in West Java. Prices are declining in sympathy with lower quotations on raw cotton.

Japanese Dominating Arabian Grey Cloth Market.

Imports of grey cotton piece goods, totalling 3,379,468 yards, into Aden during May were slightly below the April figure but exceeded those for May, 1924. British trade is greatly curtailed, one well-established firm engaged in this business having been forced out of it. Indian textiles, once important, no longer appear, Vice Consul J. L. Park, Aden, advised the Department of Commerce. Japan is rapidly assuming a dominant position in this market owing primarily to lower quotations and secondarily to the fact that the Japanese cloth is not obviously much inferior to the European or American article.

Seneca Company. Seneca, S. C.

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Picket Cotton Mills

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D. G. Carter.....Carder
T. B. New.....Spinner
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H. W. Horn.....Cloth Room
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F. D. Dunlap.....Carder
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Fales & Jenks Machine Co. —	Southern Spindle & Flyer Co. —
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Greensboro Loom-Reed Co. — 35	Tripod Paint Co. — 24
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Hopedale Mfg. Co. —	U. S. Gutta Percha Paint Co. — 3
Houghton, E. F. & Co. — 4	Victor Ring Traveler Co. —
Howard Bros. Mfg. Co. —	Virginia Machinery & Well Co. — 25
Hyatt Roller Bearing Co. —	Vogel, Joseph A. Co. —
International Salt Co., Inc. — 30	Washburn —
Industrial Fibre Co. —	Watts, Ridley & Co. — 37
Jacobs, E. H. & Co. —	Wellington, Sears & Co. — 36
Johnson, Oliver & Co. — 19	Whitin Machine Works —
Jordan Mfg. Co. —	Whitinsville Spinning Ring Co. — 35
Kaunagraph Co. — 5	Williams, J. H. Co. — 2
Keever Starch Co. —	Wilts Veneer Co. — 25
Klauder-Weldon Dyeing Machine Co. 33	Wolf Jacques & Co. —
	Woods, T. B. Sons Co. — 43
	Woodward, Baldwin & Co. — 36

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WRITE FOR SAMPLES

Distribution of American-Made Cotton Fabrics

(Continued from Page 8)

I know that the rapid increase in the business handled by the "chain" stores and the "department" stores has led some to feel that the jobber may soon be archaic, but of this I am not at all sure. In 1924 Dr. Paul H. Nystrom, Director of the Retail Research Association and author of "The Economics of Retailing," published some interesting figures that have a bearing upon the question. He estimated the retail trade of the country in 1923 at \$35,000,000,000, or about one-half of the national income. This trade he apportioned among the various lines of business as follows:

	Billions of Dollars	% of Whole
Food	15.3	44.
Clothing	7.7	3.5
Furniture and furnishings	1.3	3.5
Automobiles and supplies	3.5	10.
Tobacco and products	1.7	5.
Candy and beverages	1.5	4.2
Jewelry and musical instruments	1.	2.8
Miscellaneous	3.	8.5
	35.0	100.0

He estimates that of this trade

Independent retail stores	sold	66.75%
Department stores	sold	16.
Chain stores	sold	8.
Mail order houses	sold	4.6
Commissary stores	sold	4.5
House to house canvassers	sold	.13
Co-operative stores	sold	.02
		100.00

Dr. Nystrom is a statistician of repute and if his figures are anywhere near correct we are still a long way from the obsolescence of the retail jobber or the independent retailer. That some of the department stores and chain stores already buy direct from the manufacturer is a fact that is known to every one who knows anything of the subject. But trade usages are difficult to change, and when change is imperative they generally change automatically.

Therefore I won't attempt to enter a field where angels fear to tread, and prefer to leave the problem of selling cotton goods in the hands of the manufacturers themselves. They know a lot more about it than I do, and, since circumstances alter cases, I rather think that there are about as many problems as there are cotton mills.

There is, however, just one other phase of the many-sided subject assigned to me to which I would like to advert in closing. It is the exorbitant prices demanded by some retailers for cotton goods that are attractive and have become popular. The theory seems to be that the women have become accustomed to the scale of prices at which silks are selling and that they will pay just as much for cotton goods that take their fancy. The result is that cotton goods are deprived of the advantage that their comparative cheapness ought to give them and that the purchaser takes silk or rayon because there is little or no economy in buying cotton fabrics.

Here, it seems to me, you have a great opportunity by advertising the

stores at which your goods to be had and the prices at which they ought to be sold. I doubt whether you have any legal right to prevent the retailer from asking more than a certain maximum for your goods, but by advertising the price at which they ought to be sold and the names of the stores at which they can be obtained at that figure you would speedily put an end to the profiteering that has already injured your business and greatly increase your popularity with the retailers who were content to accept a reasonable profit on the goods with which you supply them.

There is much more that I would like to say to you, but I have already displayed my ignorance and taxed your patience sufficiently. So I will stop. I thank you for your courtesy and congratulate you upon your power of endurance.

Rayon's Influence on Cotton Textiles

(Continued from Page 14)

Last season these alpacas featured entirely the colored warp. In addition, for next year, there will be printed patterns. The alpacas are now being made to such a great extent, and in such numerous varieties that there is wonder in the trade what it will all end up in. It seems that in changing over machinery, in starting out in the manufacture of rayon mixtures, quite a few were at a loss what they should make, and invariably they jumped at the alpaca which was selling, and which was regarded as one of the possibilities for next season.

Opinion of numerous leading factors is that only a very good demand and a broad demand will be able to absorb the quantity of alpacas that will be on the market next season. There are all kinds of goods—and the buyer will have to use considerable caution in making some of his selections. All are agreed that experience is not only vital but absolutely necessary for the proper manufacture of these mixtures.

High Seconds Percentage.

Market gossip has told on frequent occasions of the very high percentage of seconds involved in the production of rayon mixed goods, even by mills which have been operating on certain merchandise for years. The nature of the fiber makes this inevitable. On the other hand, for the mills just starting out in this field, a rather tough road is ordinarily predicted in the market. In gray goods the mills have fully protected themselves against losses on their part. They have inserted clauses in their sales notes which release them of any responsibility and which makes it incumbent upon the converter to accept whatever goods are delivered to him. Undoubtedly where mills starting out in the manufacture of rayon goods have been able to sell contracts on such a basis, they have been able to learn, and the probability is that the converter, who bought such goods, had a little to think about.

Rayon is today the big thing in the textile industry. Cotton man-

(Continued on Page 35)

INDUSTRY'S CHIEF ASSET—36 Sizes MATERIAL HANDLING MINIMIZED

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HIGHEST QUALITY GLYCERINE

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PARTICULAR TEXTILE MILL

"Warp Dressing Service
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PAGE FENCE

Wholesalers Discuss Conditions

WHOLESALE in all sections of the country are carrying large and well assorted stocks, but they are not receiving the support of their retail customers, the majority of whom continue to buy from hand to mouth.

This is the substance of a survey recently conducted among its membership by the National Wholesale Dry Goods Association. The survey was impelled by a communication received by the association alleging wholesalers do not carry ample stocks and are forcing retailers to attempt to buy direct.

Members of the association write almost unanimously to refute this statement, which was forwarded by a seller with the suggestion that "if it were published, it might bring home to the wholesalers, the condition which exists and is very clearly brought out in this letter."

"We received your booklet, Don't Tear Up the Track, and it has our hearty approval. The thing that bothers us is, the jobbers want to make the rapid turnover and they do not carry sufficient stock, so that they back-order most every assortment given them. In the line of hosiery and underwear, one-quarter to one-third of our orders, sometimes one-half of them are back-ordered. We only have a small store, but carry a large variety and need the jobber, but if I can get better service at the mill, it tempts me to buy of them. One salesman of a reputable house sold me 32 pieces of dress goods on Monday of this week and 30 pieces of the lot were put on back-order."

Blame Retailer.

First insisting that the retailer's complaint is not representative or else has been exaggerated, the majority of the criticisms received from the members attribute the fundamental trouble today to the retail trade's refusal to anticipate. The association sums up the letters as follows:

"Many merchants will not order goods until they are actually required. Style changes are rapid and with retailers failing to anticipate it is exceedingly difficult for the wholesaler to gauge the trade's requirements. Mills, moreover, refuse to carry stock, which adds to the wholesaler's problem and often makes it impossible for the wholesaler to secure merchandise from the manufacturer in time to meet the delivery requirements specified by the retailers. All agree a more liberal policy on the part of retailers and more representative advance orders will do much to help everyone."

Retailer Should Share Style Burden.

How keenly the factor of rapid style changes is felt by wholesalers is reflected in many of the comments. "As it relates to dress fabrics," says one man, "no manufacturer or jobber can be expected to have in open stock the middle of September every combination in active selling styles. It is part of the retailer's function just as much as the manufacturer and jobber to study the style and price trend, and

recognizing his own normal outlet, to act accordingly, place reasonable assortments well in advance."

Related to this subject is the comment, voiced by several, that "when some articles or line of goods suddenly develops into great activity every large retailer around a particular jobber comes to the jobber in question. It would not make any difference how much of this article he had he would be cleaned up at once."

Again: "There are always some particular lines of merchandise that there is an unusual demand for and this demand springs up suddenly and everyone wants the same goods at the same time, consequently it is impossible for the wholesalers or the mills to supply it as fast as it is needed."

Say Mills Are Too Slow.

Several others, however, are inclined to censure the mills for not being able to "supply it as fast as it is needed."

"We realize," says one wholesaler, "that a manufacturer cannot carry a stock of manufactured goods when styles change so rapidly, but the wholesaler has upheld his share of the burden taking heavy losses on rapid changes of styles."

Another writer sharing the viewpoint that the mills are too slow is more expansive:

"Every jobber proves a certain amount of merchandise for spring and fall advance business. They place their orders with the mill and take the goods into stock. If the advance business is not what it was figured out it would be, it leaves the jobber carrying a larger amount of merchandise than he should. On the other hand, certain items for spring or fall may prove to be ready sellers and the jobber goes back to the mill with his reorders and is met with the statement in a great many cases that the mill is not prepared to take care of the business on certain fabrics and reorders which the jobber wishes to place are taken for delivery in two, three and four weeks, and even longer."

"The mill is not satisfied to carry a big stock, and you cannot blame him. The fault is primarily with the retail merchant who wants to buy his goods today for delivery before night."

Carrying Largest Stocks in History.

Several write that they are carrying the largest stock of merchandise in their careers. While not doubting that there is a "measure of truth" in the retailer's complaint, one wholesaler writes: "In a general way, however, as to whether wholesaler is carrying sufficient stocks or not, this is answered by the statistics in your office which show that the turnover of the jobber is not nearly as large as it should be considering the fact that he is a wholesaler of merchandise. I might write to you and 'pass the buck' to the retailer, but the retailer wouldn't be convinced."

In similar vein: "While it may not be wise to carry too large a stock, we also believe that if wholesalers adopt the policy of carrying too small a stock, they may force some of the better trade, at least, to go direct to the manufacturers

whenever they have an opportunity."

Some houses write in to say that they are filling their orders 95 to 100 per cent.

Should Keep Salesmen Informed.

Regarding turnover: "The figures that have been compiled by your committee on research would disprove the contention that the wholesaler is insisting upon too much turnover. The annual statements issued by the wholesalers of this country, showing the stock on hand at the end of the year at the inventory period would also disprove the same statement."

As the above quoted wholesaler sees it, "the whole criticism boils itself down to one of the most difficult problems that the wholesaler has to handle today, that is, keeping his sample line properly sorted up and the future and immediate delivery samples separated and forcing his salesmen to only take orders on the merchandise that is in stock for immediate delivery."

Finds Many Such Complaints.

Notwithstanding heavy stocks, another wholesaler finds that there are more complaints of the nature mentioned in the retailers' letter than ever before, "due to the fact that the retailer seems to expect the wholesaler to furnish him anything that the retailer may have a call for, in any size and color, without any delay, notwithstanding the fact that in most instances the retailers do not carry this particular item in stock at all."

Humidity in Cotton Mills

In a paper prepared on the subject of "Humidity in Cotton Mills," H. Kershaw of the Humidifiers' Ltd., Manchester, England, suggests the following relative humidities:

- Mixing and picker rooms—about 62 per cent.
 - Carding and drawing—about 62 per cent.
 - Roving—about 62 per cent.
 - Spinning—about 50 per cent.
 - Winding and warping—about 65 per cent.
 - Weaving—70 to 75 per cent.
- One of the prominent American manufacturers recommends the following:
- Mixing and picker rooms—enough to prevent brittleness.
 - Carding and drawing—45 to 55 per cent.
 - Roving—50 to 60 per cent.
 - Spinning—60 to 70 per cent.
 - Weaving—75 to 80 per cent.
 - Cloth room—65 to 75 per cent.

Yarn Spinners' Bulletin

The weekly bulletin of the Southern Yarn Spinners Association says: "The yarn markets have shown a more active condition than for some time past. Spinners are firm in their prices and in most instances are securing an advance over reported market quotations. Considerably more inquiries have been in evidence the past week than for some time previous."

"Buyers are still hesitant in making forward commitments, believing

that there will be a recession in prices later on.

"The enforced curtailment occasioned by the drouth is having material effect in the market and the scarcity of spot yarns and offers of nearby deliveries is noticeable. Spinners will not commit themselves to specified deliveries in view of the existing uncertain operating conditions.

"There is still considerable diversity of opinion on the size of the cotton crop. Optimists still believe in a large crop, and a lower level of prices. The Government report of September 23 of 13,931,000 bales came as somewhat of a surprise as it was generally believed that this estimate would be less than that of September 8.

"While the market has sold off since the report, there has been no commensurate reduction in yarn quotations or in spinners asking prices."

Clothing Cloth Imports Into the

United States Continue to Decrease.

Imports of specified kinds of cotton through the customs districts of New York, Boston, Philadelphia, Chicago and San Francisco during August, 1925, totaled 3,299,000 square yards valued at \$871,000, compared with 4,044,000 square yards worth \$1,129,000 during July, 1925 and 9,117,000 square yards with a value of \$1,892,000 during August, 1924. The August figures for the current year is a considerable decrease from the monthly average for the first half of 1925 which was 10,800,000 square yards and \$2,600,000. The August figure was also lower than any recorded since this tabulation was begun in March, 1924.

Rayon and Ramie Lace Exports from Calais Increase.

Exports of lace from Calais to the United States during the first six months of 1925 were valued at \$2,600,000, a considerable decrease from the \$3,354,000 shipped during the first half of 1924. Consul Thomas D. Davis, Calais, advises the Department of Commerce. The classes of goods chiefly affected were cotton laces and nets and silk articles of all kinds. A marked increase, however, occurred in shipments of rayon laces which were valued at \$13,000 and ramie laces which were worth \$1,011 for the current year. Exports of these goods totaled \$4,896 and \$433, respectively, during the first six months of 1924. Tinsel goods maintained about the same volume as in 1924, except flouncings. Commission houses report that there has been considerable buying recently for September and October shipment.

Grier Cotton Mills, Inc. North Wilkesboro, N. C.

7000 Spinning Spindles.....Looms
T. A. Finley.....Superintendent
J. S. Steeman.....Carder
C. M. Coleman.....Spinner
C. M. Coleman.....Winding
W. P. Carson.....Master Mechanic

Thomas Grate Bars

"GIVING PERFECT SATISFACTION"

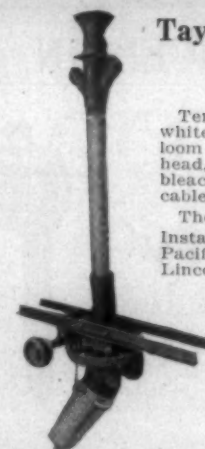
Mr. W. A. Reid, Supt-Manager, Consolidated Textile Corp., Pelham, Ga. writes;

"With reference to "W-S-D" Grate Bars that we have installed in three boilers; beg to advise that they are giving perfect satisfaction, and we are very highly pleased with them."

In a nut shell, what more could be desired?

There is a similar experience in store for you, whenever you give us the privilege of co-operating with you. Why not now? No obligation is incurred in obtaining full particulars.

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The Taylor Special Process. Patented 1914.

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Greenville, S. C.

Cotton Mill Processes and Calculations

(Continued from Page 11)

from cones, but this method of driving is prevented by the following:

(1). There would be several more gears between the bobbin and the main shaft than there are between the flyer and the shaft, and as there would be more back lash to overcome, the bobbin would not commence to rotate quite as soon as the flyer when the frame started.

(2). The inertia of the bottom cone and the very large slip of the cone belt at starting would further delay the rotation of the bobbin, and if the flyer started off first the roving would be kinked and the ends probably be broken down.

(3). The greatest trouble would be that every slip of the belt while the frame was running would affect the speed of the bobbin and cause slack ends. With the differential this slip is less, because there is less load, and the effect of the slip on the bobbin speed is considerably less.

The two driving lines coming together form a differential motion. At the end of each traverse the position of the belt on the cones being changed the speed of the bobbin is changed. The amount of the change is modified by the differential and this is why it is claimed that the differential changes the bobbin speed. The modification is, however, constant and every gear between the bottom cone and bobbin can also be said to modify the change of speed caused by the bottom cone.

115. In the Whitin frame the differential doubles the motion imparted to the sun wheel by the bottom cone, and therefore doubles their variation obtained from the cone. If we were to put twice the number of teeth in the small gear that drives the sun gear, every change in the speed of the bottom cone would have then twice the effect on the bobbin as before.

Suppose the tension gear to be off and the cone belt not to move at the end of each traverse; the bobbin speed would remain constant; which proves conclusively that the differential does not vary the bobbin speed.

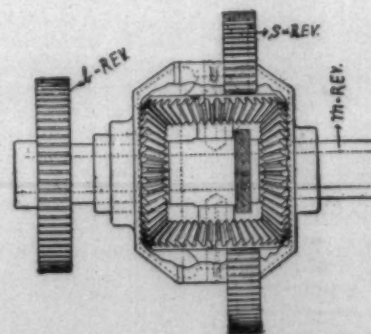


Fig. 27. Holdsworth Differential Motion.

The "Holdsworth" type of differential shown in Fig. 27 is used on the Whitin roving frame. Here the four gears in the differential have the same number of teeth. The gear on the end of the sleeve, which drives the bobbin shaft, is known as the bobbin driver.

Now, when the sun gear, or sometimes called sun wheel, is held still, the sleeve and the bobbin driver will make the same number of revolutions as the main shaft.

(Continued next Week)

Rayon's Influence on Cotton Textiles

(Continued from Page 31)

Manufacturers seem to have no alternative if they would keep a certain amount of machinery engaged, except to take part in this particular business. On the other hand, opinion regarding rayon is much divided. There are some important mill men who will argue that rayon is in its infancy—and that its possibilities in connection with cotton fabrics is great. Contrariwise, many others are skeptical, and say that they do not want to be caught when this fad suddenly disappears. There will be fortunes lost in the cotton textile industry when this happens, they insist.

Another rayon mixed fabric, which has been a great success, has been the crepe with rayon filling. The house which brought out this fabric did a very good business, and the following season a great many other converters were offering merchandise of similar character. Particularly when printed the rayon crepe makes a very desirable fabric. Here, again, competition of the keenest and most difficult sort has developed. The cloth has been cheapened in a very possible way and, often in the cheapening, the cloth can be finished and yet the inferiority quality is not easily detected.

Fancies of all kinds are now being made with rayon. Handkerchiefs have been offered with silk rayon borders. Rayon is used in almost every kind of dress material regardless of weight or weave and, invariably, the result is attractive. Today, practically every one of the important factors in the gingham business either is offering rayon mixture, or will have one for sale in a short time. Different degrees of perfection have been attained but all are in the business.

In the course of the past few months there have been reports to the effect that a number of the large cotton mills were planning to make their own rayon. It is generally understood that the Amoskeag Manufacturing Company is arranging to have reports that some of the New Bedford mills were planning to combine in some way where they could obtain their rayon at cost.

Some of the leaders say that this will be a survival of the fittest. Those who are able to make the beautiful and well constructed fabrics will continue to find markets for their merchandise. Those who do not master the detail of manufacture and overcome the numerous obstacles will not be able to continue long. They will have to return to the making of other kinds of staple goods.

Buyers are becoming educated on the subject of rayons and know what to look for.

Manufacturers have centered much of their efforts to minimize the number of "shiners" in rayon mixed fabrics and have found that these appear less in fancy weaves. This possibly accounts for the good business which some have had in rayon dobbies and jacquards.—Daily News Record.

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Cotton Goods

New York.—Cotton goods markets were stronger and more active last week, with higher prices being paid for both finished and unfinished lines. Production is now greater than several weeks ago, although mills have not by any means returned to full schedules, especially in the South where the two-day a week curtailment for lack of power is still effecting many mills.

Sales of print cloths for future delivery continued to climb last week. More than 100,000 pieces have been contracted for for delivery in the first quarter of next year and there have also been large contracts for heavier cotton goods for the mechanical trades.

Prices on percales and cretonnes were advanced half a cent a yard by printers and some of the best known lines of sheetings were placed at value after heavy sales. Some of the print cloths and brown sheetings have been marked up ten per cent over prices in July. The demand for cotton goods was broad, covering colored cottons, staples and novelties, rayon and cloth mixtures.

In sheetings the largest operations were by the oilcloth, rubber and leatherizing industries which bought fair quantities of wide goods. In some cases the quantities were as large as a quarter million yards in widths up to 60 inches. Some widths were available for rather early delivery, particularly for the oilcloth trade. The rubber trade asked for widths and weights on which the mills are often sold ahead up to 60 days. There appeared to be a prospect that quick wide goods would command a premium. In a few quarters the report was that a fair business was done at slightly better prices in some instances.

A number of smaller buyers inquired for sheetings, hoping that mills might make concessions. It was the opinion that inquiry was turned down where the mills' ideas could not prevail. A number of sheeting constructions sold mostly for quick delivery. There was a little business in 60-inch osnaburgs, sold at 41 cents a pound for part waste.

Tire fabrics were not very active during the week. Tire makers are now curtailing production and will continue to do so through November. Cotton duck was slow and the largest users were not in the market.

The Government cotton condition report, together with the tendency of buyers to await a more settled condition, reduced the volume of sales in the Fall River print cloth market for the week quite notice-

ably when compared to previous weeks. The estimate is 40,000 pieces, with prices remaining very firm and in the great majority of cases advances being asked. Trading has been confined very largely to 36-inch low counts, with a few 35-inch low counts included. Sateens, which have enjoyed a rather brisk call for the past month or more, have shown a tendency to quietness, although prices hold very firm because of the scarcity of these constructions. Trading has been light during the week on these numbers on the basis of 12½ cents for 4.37. Spot and nearby has been the deliveries on 36-inch low counts.

Several large contracts were placed for 100x64s carded broadcloth at 15 cents, with deliveries to commence early in December. Efforts to obtain earlier deliveries found mills sold that far ahead. The 100x60s sold in a much smaller way. Spots of these constructions were thought cleaned up since buyers found several hundred pieces in several first hand quarters this week.

Cotton goods prices were as follows:

Print cloths, 28-in., 64x64s	7½
Print cloths, 28-in., 64x60s	7½
Print cloths, 27-in., 64x60s	6½
Gray goods, 38½-in., 64x64s	10½
Gray goods, 36-in., 68x72s	11
Gray goods, 39-in., 80x80s	13
Brown sheetings, 4-yard	13½
Brown sheetings, 4-yard	11
Brown sheetings, stand.	14½
Ticking, 8-ounce	23½
Denims	19
Staple gingham, 27-in.	11½
Kid finished cambrics	9½a10½
Dress gingham	13½a17½
Standard prints	9½

United States Losing Market for Towels in Argentina.

Argentine imports of cotton towels from the United States have declined rapidly during the last two years, while the Italian and Spanish towels are regaining the relative position which they held in the market previous to the war, according to report by Trade Commissioner George S. Brady, Buenos Aires. This ascendancy of the European article is chiefly a matter of price. The production of the six mills in Buenos Aires manufacturing cotton towels is not known, but it is small compared with the total consumption. The normal annual importation of cotton towels into Argentina is approximately 450,000 pounds, although 1923 was abnormal and the imports greatly exceeded that figure.

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The Yarn Market

Philadelphia, Pa.—The rise in cotton after the loss following the Government report strengthened yarn prices and prices were considerably firmer. Trading consisted almost entirely of hand-to-mouth buying to cover immediate needs. Both buyers and sellers seemed to look for more active business in yarns and while buyers expressed an unwillingness to pay present prices for yarns not needed to cover actual orders, they showed more interest in the market and many dealers are expecting a better demand for contract yarns within a short time.

Combed yarns continued strong and prices were well maintained. Most mills are well sold for some weeks to come and will not accept new business at concessions. Curtailment of production in the South because of the power situation continued without change and this fact coupled with small stocks available, is making for an improved yarn market. Combed and mercerized yarns continued to sell at full prices with some counts at a slight premium over market quotations.

It is believed that if the power situation is not relieved within a short while that the hand-to-mouth buying policy will have to be abandoned. Buyers will be unable to continue to buy only what yarns they need and will have to anticipate their needs at least to a far greater extent than they have done for a long while.

Quotations in this market were published as follows:

Southern Two-Ply Chain Warps..		
8s	39	a
10s	40	a
12s	41	a
16s	42	a
20s	43 1/2	a44
24s	46	a47
26s	47	a48
30s	49	a50
40s	59	a60
50s	69	a70
Southern Two-Ply Skeins		
8s	38 1/2	a39
10s	39 1/2	a
12s	40	a
14s	41	a
16s	42	a
20s	43	a
24s	46	a
26s	47	a
30s	48	a49
36s	56	a
40s	59	a60
40s ex.	60	a61
50s	68	a70
60s	75	a
Tinged Carpet..... 3 and 4-ply		
White Carpet..... 3 and 4-ply		
Part Waste Insulated Yarn.		
6s, 1-ply	34 1/2	a
8s, 2, 3, and 4-ply	35 1/2	a36
10s, 1-ply and 3-ply	37	a
12s, 2-ply	38	a
16s, 2-ply	39 1/2	a40

20s, 2-ply	41 1/2	a42
26s, 2-ply	46	a
30s, 2-ply	47	a
Duck Yarn—3, 4 and 5-ply.		
8s	39	a
10s	40	a
12s	40 1/2	a
16s	42	a
20s	43	a
Southern Single Chain Warps.		
10s	40	a
12s	40	a
14s	41	a
16s	42	a
20s	43	a
24s	45	a
26s	46	a
30s	47	a
40s	58	a
Southern Single Skeins.		
6s	38 1/2	a
8s	39	a
10s	39 1/2	a
12s	40	a
14s	40 1/2	a
16s	41 1/2	a
20s	42	a
22s	43	a44
24s	45	a
26s	46	a46
30s	46	a47
Southern Frame Cones.		
8s	38	a38 1/2
10s	38 1/2	a39
12s	39 1/2	a40
14s	40	a41
16s	41	a41 1/2
18s	41 1/2	a42
20s	42	a43
22s	43	a
24s	43 1/2	a44
26s	44 1/2	a45
28s	45 1/2	a46
30s	44 1/2	a45
30s	48	a49
40s	56	a57
Southern Combed Peeler Skeins, Etc.—Two-Ply		
16s	56	a60
20s	58	a62
30s	65	a67
36s	70	a75
40s	75	a80
50s	85	a
60s	87 1/2	a90
70s	102 1/2	a
80s	112 1/2	a151
Southern Combed Peeler Cones.		
10s	48	a49
12s	49	a50
14s	49 1/2	a50 1/2
16s	52 1/2	a
18s	51	a52
20s	52	a
22s	53	a
24s	56	a
26s	56 1/2	a
28s	57	a
30s	60	a
32s	62	a
34s	65	a
36s	67	a
38s	69	a
40s	70	a
50s	75	a
60s	87 1/2	a90
70s	97 1/2	a
80s	110	a
Eastern Carded Peeler Thread—Twist Skeins—Two-Ply.		
20s	50	a
22s	51	a
24s	56	a
26s	59	a
30s	63	a
36s	65	a
40s	70	a
45s	75	a
50s	70	a
Eastern Carded Cones.		
10s	41	a
12s	42	a
14s	43	a
20s	47	a
22s	44	a
26s	51	a
28s	53	a
30s	55	a

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\$50.00 Reward by Franklin County, Ga., and **\$50.00 Reward** by State Prison Com. of Ga. is offered for the apprehension of Paul Waymon Vaughn, white, age about 32, height 5 ft. 6½ in., weight 150 pounds, light brown hair, brown eyes, wears No. 8 shoe, very red complexion. Sent up from Stephens County, Ga., for murder, killing his wife. Escaped from Franklin County, Ga., convict camp Aug. 31, 1925. Has worked in cotton mills. Notify J. B. McEntire, Supt. and Warden, Franklin County, Carnesville, Ga.

Wanted

Information about Otis Loggins or Otis Lord, 13 years of age, weighs 110 lbs., 5 feet 4 inches tall. Light hair and fair complexion. Disappeared Sept. 11th. When last seen was wearing blue shirt and light pants. Notify J. H. Loggins, Box 46, Easley, S. C.

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2 40" Kitson finisher lappers.
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32 del Whitin drawing, 12" coilers.
3 11x5½ Providence slubbers, 60 spindles each.
5 8x4 Providence intermediates, 96 spindles each.
6 7x3½ Providence speeders, 120 spindles each.
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Textile Exports Increase

United States exports of cotton cloths other than duck increased 34 per cent in the first six months of 1925, compared to the corresponding period of 1924, while British exports increased only 2 per cent in the period under comparison, according to an analysis prepared by the Textile Division of the Department of Commerce.

The analysis includes a special report from Trade Commissioner Isaacs at London regarding the British situation, which previously has been published, but the presentation of the comparison of the movement of both countries is in a new and interesting form.

The decrease in demand for British gray goods seems to have been almost worldwide, and as against the first six months of last year, the drop in exports totaled 79,000,000 square yards. British shipments of bleached, printed and dyed goods increased, however.

The division's article, which follows, excludes all figures as to cotton duck:

"Exports of cotton cloth from both Great Britain and the United States showed substantial increases during the first six months of 1925, as compared with the first half of 1924, and from each country were the largest since 1920.

U. S. Increase Is Larger.

"Total cotton-cloth exports from the United Kingdom during the first six months of 1925 amounted to 2,284,000,000 square yards, an increase of 60,000,000 square yards, or 2 per cent, over the first half of 1924. Exports from the United States during the first half of the current year totaled 274,000,000 square yards, a gain of 70,000,000 square yards, or 34 per cent, as compared with the like period of 1924. The only class of cloth showing a decrease in the British exports was unbleached goods, while the increase in this class was one of the largest registered in their American cloth shipments.

"All classes of cotton cloth showed an increase when comparing the American exports during the first half of the current year with the corresponding period of 1924. Gray cloth and printed goods, the two largest classes, each showed an increase of about one-third; bleached and yarn-dyed about one fourth, and piece-dyed approximately one-fifth over shipments a year ago.

"Gains were made in exports of gray cloth to China, India, and several other markets in which British exports of gray goods registered a decline. American cloth of this class showed an increase of over 5,000,000 square yards in exports to the Near East, Balkans, Egypt, and Aden; 4,000,000 to South America; 1,900,000 to Jamaica, and 1,000,000 each to Central America and Haiti.

Gains in Latin-America.

"The increase of 11,000,000 square yards in the exports of bleached goods is accounted for principally by the larger amounts sent to the Philippine Islands and Latin-American countries. Exports of printed goods were greater by 18,000,000

square yards, due largely to the 10,000,000 increase sent to the Philippines and to the 4,000,000 more to Colombia. An increase was registered in most of the important markets for piece dyed cloth. Larger amounts of yarn-dyed goods sent to the Philippines, Haiti, Argentina, and other Latin-American countries account for the increase of 14,000,000 square yards in the exports.

"The Philippine Islands constituted the largest market for United States exports of cotton cloth during the current year, followed by Cuba, Colombia, Canada, Chile, and Mexico, in the order named. Shipments showed more than 60 per cent increase in the case of each of these countries with the exception of Cuba and Canada, both of which continued to take smaller amounts and registered a 10 per cent decrease as compared with the first half of 1924.

"Exports to the Philippines were made up largely of printed and bleached goods, although shipments of gray cloth to that country were nearly three times those sent in the first half of 1924. Exports of printed goods to the islands were more than double the amount sent a year ago.

Printed Goods to Colombia.

"Almost one-half of the cloth exports to Colombia consisted of printed goods; two-thirds of the shipments to Chile, gray cloth; and two-thirds of the shipments to Mexico piece-dyed and printed goods.

"A decrease in exports to Cuba of all classes of cotton cloth except piece-dyed resulted in that country now occupying second place among the markets for American cloth. Piece-dyed and printed made up over one-half of the cloth exports to that country.

"Canada took substantial amounts of all classes except yarn-dyed."

Cotton Goods Imports into South Africa Continue to Increase.

Imports of cotton cloth into South Africa during March, 1925, were valued at 332,274 pounds, of which the United Kingdom furnished 262,832 pounds. The United States ranked second, supplying goods valued at 33,294 pounds. Comparative figures for February are: Total imports, 321,683; from United Kingdom 238,209 pounds; from the United States 44,834 pounds. Trade Commissioner Perry J. Stevenson, Johannesburg, advises the Department of Commerce. The United States also ranked second as a source of imports of cotton hosiery, furnishing goods 3,506 pounds out of the total of 30,562 pounds and third as a source of imports of underclothing supplying 4,002 pounds out of 57,856 pounds.

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We do not guarantee to place every man who joins our employment bureau, but we do give them the best service of any employment bureau connected with the Southern Textile Industry.

WANT position as carder, spinner, also experienced in spooling, winding twisting and warping. I. C. S. graduate. Age 35, can, come on short notice. No. 4682.

WANT position as carder or spinner. Have been overseer in both departments and also experienced as assistant superintendent. Best of references. No. 4683.

WANT position as superintendent of small mill or assistant in larger mill. Now employed as carder in large plant. Good references. No. 4684.

WANT position as manager or secretary of 5,000 to 10,000 spindle mill. Prefer Alabama, or state west of Alabama. Am well qualified and can give excellent references. No. 4687.

WANT position as second hand in carding in large room. Have had 20 years experience. Married, age 32 sober, musician. Prefer South Carolina. Good worker, know colored and plain work. No. 4688.

WANT position as overseer spinning or carding and spinning. Experienced man who can deliver the goods. Good references as to character and ability. No. 4689.

WANT position as overseer weaving, the Carolinas or Georgia. Now employed, but wish to change. Experienced on plain and fancy goods. Excellent references. No. 4690.

WANT position as overseer cloth room. Sixteen years experience. Now employed as overseer. Have family. Good references. No. 4691.

WANT position as overseer spinning. 20 years experience on all numbers and colors. Can come on short notice. First class references. No. 4692.

WANT position as superintendent of weave mill. Long experience in good mills. Understand economical production of quality goods. Prefer mill in the Carolinas, Georgia or Alabama. Special experience on ducks and chambrays. No. 4693.

WANT position as overseer weaving on plain cam weave. Have been overseer for four years. Married good character, good references. No. 4694.

WANT place as overhauler in card room. Can give excellent references from mills in which I have done this work and can give satisfaction in every respect. No. 4695.

WANT position as overseer carding or assistant superintendent. Prefer mill on white goods. Age 26, single, 9 years experience. Now overseer and night superintendent. No. 4696.

WANT position as master mechanic. Now employed, good reasons for wishing to change. Large job preferred. Good references. No. 4697.

WANT position as overseer spinning, or spooling, winding and twisting. Now employed but wish larger place. Long experience and good references. No. 4698.

WANT position as superintendent of medium size mill or overseer carding or spinning in larger plant. Now employed as assistant superintendent. Good references. No. 4699.

WANT position as superintendent of yarn mill. Long practical experience as superintendent and overseer and have excellent record. No. 4700.

WANT position as overseer carding or would take overseer's place in large place in large mill. Experienced man of character and ability who can give satisfaction. No. 4701.

WANT position as superintendent. Experienced on both colored and white goods, also fancies. Fine references. No. 4702.

WANT position as carder, spinner, or twister room man. Good habits, long experience and references to show character and ability. No. 4703.

WANT position as master mechanic. Number of years experience in mill steam plant and machine shop. Have first grade Fulton County (Ga.) engineer's license. No. 4704.

WANT position as carder or spinner. Have long experience in number of first class mills and can give excellent references. No. 4705.

WANT position as dyer, bleacher or in charge of mercerization. Have had 15 years experience in warp and skein work in some of the finest mills in the country. Will accept place either as superintendent or overseer. No. 4706.

WANT position as superintendent of yarn mill or carder and spinner. Experienced man with long record of successful service. Good references. No. 4707.

WANT position as overseer weaving. Now employed as overseer. Have been with present mill 19 years, 5 years as overseer. Have had 23 years experience in weaving. Want larger and better paying job. No. 4708.

WANT position as overseer weaving, slashing or beaming. Now employed but wish larger place. Will be glad to submit references to mill needing high class man. No. 4709.

WANT position as overseer weaving or would take second hand in large mill. Eighteen years experience as overseer. Now employed but have good reasons for wishing to change. Good references. No. 4710.

WANT position as overseer spinning. Age 34, married, 15 years experience. Can get real results. References. No. 4711.

WANT position as overseer spinning. Now employed, been on present job several years. Would consider permanent job as spindle plumber in large mill. Age 33, married, excellent references. No. 4712.

WANT position as superintendent of yarn mill or overseer carding or spinning. Long experience in good mills, good habits. First class references. No. 4713.

WANT position as superintendent of medium size mill at good pay. Have had 20 years in the mill, unusually good experience in weaving. Now general overseer in large plant. Good references. No. 4714.

WANT position as overseer weaving. Experienced on wide range of goods and can get results. Now employed but can come on short notice. No. 4715.

WANT position as overseer carding or spinning. Nine years as overseer in these departments. Age 37. Best of references. No. 4716.

WANT position as overseer weaving. Want good job in first class mill. Competent man who can get production at low cost. Good manager of help. A-1 references. No. 4717.

WANT position as master mechanic. Experienced on both steam and electric work, good machinist and can handle mill machine shop in first class manner. Excellent references. No. 4718.

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Eclipse Textile Devices, Inc.
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Fairbanks, Morse & Co.
Sydnor Pump & Well Co.
Peroxide of Sodium—
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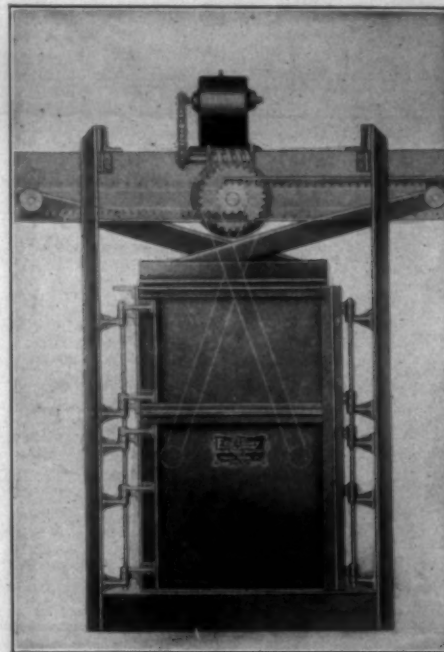
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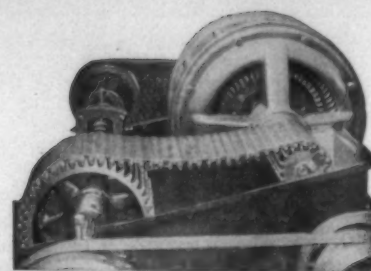
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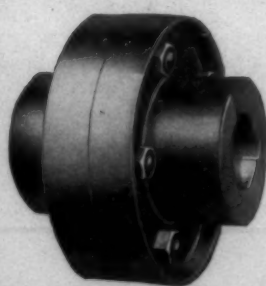
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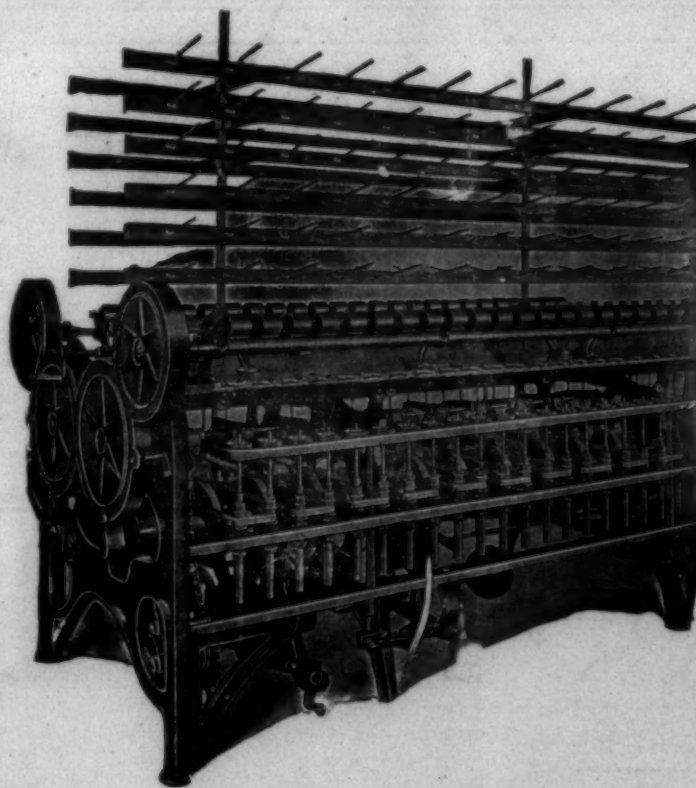
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